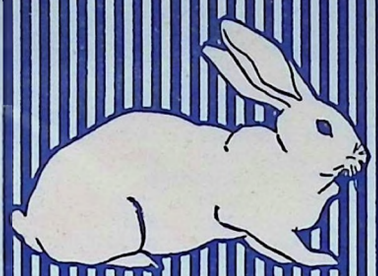

SMALL STOCK MAGAZINE

America's Most Read Rabbit Magazine

- Unveiling the Remaining "Bugaboos"
- Flemish Giants and Our National Defense
- Give Price Chiseler Wide Berth
- Marketing Domestic Rabbit Meat
- A. R. & C. B. A. Why?
- Golden State News
- Commercial and Fancy Department
- Association News

February 1942

NATIONAL TRADE JOURNAL
For the FANCY AND COMMERCIAL RABBIT INDUSTRY

Unveiling The Remaining "Bugaboos"

By HARRY G. HERRLEIN, of Rockland Farms

It looks as though the ball is really rolling. Reports from here and there seem to indicate that we are off to a good start, that the long awaited publicity is now finally gaining constructive momentum and that the rabbit, regardless of its accepted insignificance in these blessed United States is being regarded as a potential necessity. An indication of the current trend is probably best illustrated by the news item which appeared in the New York Herald Tribune on Sunday December 14 from the Fish and Wildlife Service of the Department of Interior by our good friend and supporter, Frank G. Ashbrook, wherein mention was made of the curtailment of rabbit skin imports and that at least 2 million will be required annually to fulfill the need of felt for hat manufacturers alone. And who can say that we, as a national organization, will not be called upon to furnish a share of the country's flesh food requirements with some dressed rabbits? If we are to accept any of the foregoing as an indication of a general upward trend we will find ourselves short of sufficient ocmmercial breeders to meet the situation unless an immediate nationwide concerted effort is made to interest new blood and swell our present rank. Facing such a move, we are reminded (at Fort Wayne) to soft-pedal the dark or "bugaboo" side of the art of raising rabbits lest we frighten the newcomers. I am referring to the misleading impression nursed by most of us of the many diseases and ailments prevailing in domestic rabbits which supposedly account for the high mortality and which has no doubt been responsible for the many who have given up in disgust.

Time nor circumstances did not permit an open discussion at Fort Wayne but I have wondered ever since why we should be asked to shield or soft-pedal a wrong impression or something which does not actually exist. If the current condition is any indication of a golden opportunity to put rabbits on the map to stay, then let's unveil the remaining few "bugaboos" and get off on the right foot with an ounce of horse sense.

There are TWO communicable diseases in domestic rabbits—Snuffles and Coccidiosis. The former, for which no cure has been found, is preventable and may be accepted in the same category as any respiratory infestation or sinus irritation prevailing among us humans whether mild, chronic or acute. It is not my intention to lecture on hygiene, bacteriology protozoology, but current clinical literature is an indication of the prevailing state of knowledge with regard to the prevention and cure of snuffles in rabbits. The surface has hardly been scratched. We do know that we are dealing with a bacterium or virus or both and until further experimental investigation reveals a positive cure or other means toward immunization, we are still left with the only weapon—Resistance and Vitality, as an alternative. The "bugs" (bacterium or virus) are ever prevalent in the nasal passages and respiratory tracts and lie in wait to attack and become virulent when the host (rabbit) is either unduly exposed or its resistance and vitality reduced by inadequate nutrition. Balanced food intake provides the means at least with which to insure a high level of resistance and vitality. Research workers in the field of nutrition are gradually uncovering the indisputable evidence and affording us the means with which to accomplish this. Snuffles, therefore, cannot be considered as any serious "bugaboo." From here on it's up to Mr. Breeder to employ the ounce of horsesense and be ever on the alert for the tell-tale indicator for early symptoms of snuffles. These early indications are noted by a damp and matted condition of the fur on the inner side of the forepaws. This is brought about from wiping a serous, mucoid or mucopurulent nasal discharge. Too many accept the actual nasal discharge as an indicator. When snuffles has been permitted to reach a point where the mucus is noted grossly (with the naked eye), it has reached an advanced stage. The early indicator is the inner side of the forepaws. Periodic examination of stock should be as much of a routine matter as cleaning the hutch or breeding. Suspicious animals should be isolated or quarantined and those with an advanced infection destroyed. Great care should be exercised against transmitting the infection.

Handling other rabbits with soiled hands or clothing is overlooked too often. Cause for hysteria with regard to snuffles as a serious disease in domestic rabbits should therefore be dismissed unless we pinch-penny with their food by providing inadequate nourishment or maintain stock in quarters which are drafty or poorly ventilated. Remember, the best is none too good.

The remaining fly in the ointment or "bugaboo" is Coccidiosis. In recent years the list of rabbit diseases has increased simply because of hasty or improper diagnosis. Some of these such as bloat, diarrhea and mucoid enteritis

(Continued on page 7)

Vitality Mills, Inc.,

Dear Sirs:

You will be interested to learn that at the recent convention of the A. R. & C. B. A. held in Fort Wayne, Ind. - two (Vitality fed) New Zealand White Rabbits won Grand Championships. A New Zealand White Doe (Vitality fed) won 1st place in a class of 46 senior does. A New Zealand White buck (Vitality fed) won 1st place in a class of 44 senior White Bucks. The Senior Doe won Best New Zealand Rabbit in the show. The judges remarks were: "very fine specimens and excellent condition in fur and very good condition and firmness of flesh."

Al. H. Decker,
Decker's Rabbitry & Supply Co.
1702 Troy Street,
Dayton, Ohio.

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(for a complete ration)

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(a complete ration in pellet form)

Write for a FREE Descriptive Circular Giving Vital Hints on Rabbit Feed and Care.

Vitality Mills, Inc., Board of Trade CHICAGO, ILL.

SMALL STOCK MAGAZINE

VOLUME 26 LAMONI, IA., FEBRUARY, 1942 NUMBER 2

Flemish Giants And Our National Defense

FIRST OF A SERIES OF ARTICLES BY OLD TIMERS

Food is important in all wars. Armies may now travel in airplanes and motor transports but the private soldiers, who in the last analysis win or lose the conflict, must eat and they must have plenty of meat to keep them in good physical trim. Folks at home, called upon to do double duty in producing the munitions of war must eat also and good energy building meat is necessary to workers as it is to soldiers.

Domestic rabbits produce meat of the very best type and they produce it more quickly than any other animal. The Flemish Giants are the best of all domestic rabbit breeds to produce meat quickly.

They will be greatly in demand by spring and a shortage in good breeding stock may be expected before mid-summer.

This series of articles is being written primarily to help some new breeders over some of the difficulties that may be encountered in their breeding and rearing operations.

Before the large fleet of new airplanes, needed for the successful culmination of this war, could be built, factories had to be constructed in which to build them. The same steps will be needed to speed up the production of rabbits for meat and fur use. Let us examine, first of all, the problem of hutch construction.

More rabbit breeders have been put out of business because of poor hutch construction than by any other single cause. Therefore it is important that a good start be made if a strong finish is contemplated.

Most experienced breeders will agree that outdoor hutches are the best. Wherever it is possible to have outdoor hutches it is wise to build them and we will first discuss an outdoor hutch that is adapted to most climates, one that has proved successful in winter and summer, spring and fall.

Flemish need plenty of hutch space. A hutch that is 6 feet long, 3½ feet wide and 2 feet high is just about right for a good big Flemish doe and her brood and don't stint the stud buck when it comes to hutch space as the vitality of the litters depends upon the vigor and condition of the buck. Stud bucks should have at least as large a hutch as the brood does and some breeders who are most successful with Flemish advocate an 8-foot hutch with other measurements same as for does.

Hutches that are three tiers high present a problem in cleaning for most men, they are almost impossible for women and children to work with. The two tier height is much better. The lower hutch should be from 12 to 14 inches above the ground level, this makes the floor of the upper tier 36 to 38 inches above the ground level just about the right height for most people.

Rabbits are susceptible to heat and many fine specimens have been lost in midsummer because of faulty hutch construction. An outdoor hutch that is tight on three sides with hardware mesh doors across the front provides enough protection for winter, fall and spring but it can become unbearably hot in midsummer. Our hutches therefore are built with a 6-inch ventilator strip across the back. This strip is covered with hardware cloth in summer and fall and closed with a wooden shutter in cold weather.

The ventilator strip is 12 inches above the floor level in both tiers of hutches with the top being 18 inches above the floor level. Instead of the conventional double roof we have found it convenient to use a single slant roof with 24 inches of head room at the rear and 32 inches in front of top hutch. The roof extends 40 inches over front of hutch to protect the caretaker on rough days and to help furnish shade in summer.

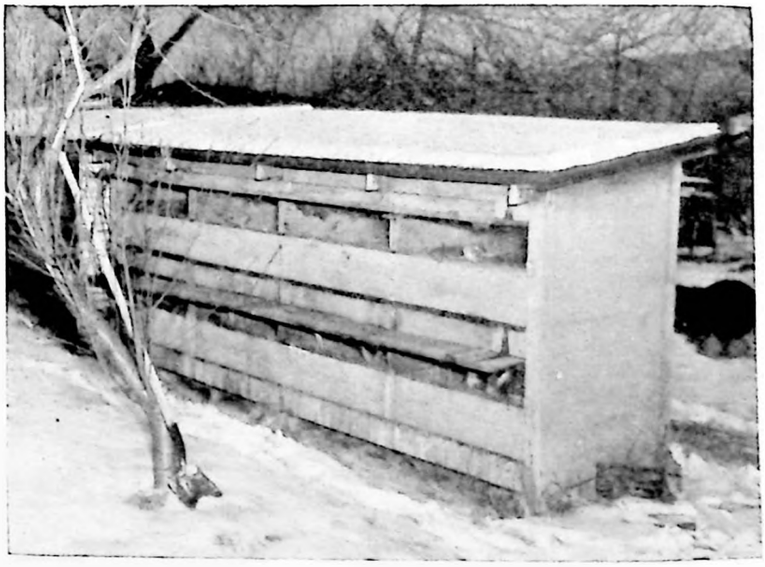
Eighteen inches from the rear wall of the hutches is planted a row of grape vines to protect them from the hot afternoon sun as the hutches face east so that the rabbits get the morning sun. Three feet in front of the walk at the front of the hutches or about 7 feet from the hutch walls another row of grapes will help protect the stock from the hot midsummer sun. This canopy of grape vines may be more widely spaced and more severely trimmed as some sun is good for the stock and aids in their growth.

Solid and tightly fitted wooden floors are preferred at many of the most successful Flemish rabbitries. Oats straw is used for bedding and a removable 8-inch board across the front of the hutch helps keep the bedding in and prevents floor drafts from affecting the young. It also prevents young from falling from the hutches when the doors are opened. Hutches should be cleaned at least once a week and fresh straw bedding put in. A compost heap made from the strawy manure will provide the family gardener with the finest kind of fertilizer or may be sold to florists or to other gardeners. Here at home it is traded weight for weight for new straw and for third cutting alfalfa hay. This makes a big hole in production costs.

A twelve foot hutch unit containing four hutches can be built from good materials in most sections of the country at a cost ranging from $18 to $35. Good sturdy material pays in the long run. Salvage lumber may be used but it should be good sound lumber and hardware cloth is much more sub-

(Continued on page 19)

Front View of Hutch Showing Hay Racks, Etc.



Rear View Showing Ventilators Used In Summer

Give Price Chiseler Wide Berth

By WILLIAM PRESCOTT

If anything in any legitimate business ever caused more havoc than the price chiseler I wish that someone would name it.

Every large city should have its dealers, this being one of our necessary evils. I will try to explain why we need them all.

In the beginning, we are conscientious breeders of rabbits because we just naturally love rabbits, why I don't know, we could love our kids, our wives or our homes or some personal thing just as easy and probably not be out as much money. Surely we'd not be criticized as much as we are by spending the extra on rabbits.

Well, in the first place all thoughout one's life one has sort of an inherited idea that there is a great deal of money hidden somewhere in the real raising of rabbits and it won't cost a great deal to find out what is what. So, we buy a few. Now, we've learned by buying cars, homes, etc. and even sometimes trial marriages it doesn't pay to go too far in our initial investment, as it may prove to be just a passing fancy, "My latest love, but not my greatest love." So we get a couple of bunnies for a dollar or so. It may be at Easter or it may be prompted by raising food or meat, as costs are way up anyway, and we jump into it. Well, it is generally considered, whether we like to admit it or not, that rabbit men are considered as rather a poor class of horse thieves, or an honest rabbit man, well there just isn't such an animal.

So, we expect the worst.

No business has any better general run of honesty than the rabbit field, but the government, the better business bureaus, grandmother or anyone that ever knew anyone else in the rabbit business, well they were considered just so many crooks.

When you have made your purchase you discount this and that and the other thing and are pretty satisfied that, at least they didn't get very much of your money to begin with.

Anyway you are started off on a project, yes, and you'll make money. It is easy, why rabbits breed like mosquitoes on a stagnant pond; and no matter how fine a reputation some other rabbit breeder may have you'll get a little of his stock and he'll be a has-been in a short while, and in about a year you'll look back and state with a clear memory, "I knew so and so when." Never fearing any troubles you may encounter yourself, as it is human nature to think that Hope springs eternal in the human breast.

You might as well think all this, for if you probably did know what it is actually going to cost you you wouldn't even own a rabbit.

Now, all this about nothing seems rather trivial on my part, but it goes to make up what is in one's mind as a beginner. For you know you can buy just any nice rabbit and by breeding it to another nice rabbit and buying the cleanest, best foods and keeping the pens clean. Oh my, yes, so and so doesn't even have clean pens but he wins ribbons, and so surely I can do better than he, as I would never let my pens get dirty, not me!

We have them come in every month, nice hog-fat rabbits, raised on the best in the land, and such beauties. Jacob's coat of many colors hasn't anything much on them, and they are nice, they dress out swell, but all coons look alike to me when it comes ready to kill.

Now, he figures costs well, but I won't go into this little matter as most everyone has their own idea along these lines until one gets a feed bill that is the last straw, and then decides to ship 'em off and get that awful feed bill paid. And when we get those pens we paid too much for sold we someday will start in again, when we watch how Oswald does it. The point I'm bringing out is just this, the old timers like to get together this time of the year and snicker when the beginners get more business than they can handle, and the meat rabbit orders just go unfilled and a very sorry explanation with it. And the furrier that had a chance to get hides but waited is now frantic because he didn't help a little more when things were not so good for us. He would give anything for the hides, so the breeder pulls his coat together and swears he'll put some in cold storage if he has to go naked next fall. It goes on and on, but we continue to have good business in season, and rotten business out of season. No one ever remember that we eat strawberries in December that are far better than those in June because they are packed when dead ripe, whereas those we get for our own shortcake or preserves never taste just right, as they are picked semi-ripe so they will keep better.

So do we sell a rabbit when it is too small or too old in the meat season, to insure that we keep our accounts, regardless of whether or not John Q. Customer gets a peewee or an old toughie. He's lucky to even get rabbit, but when we eat one ourselves we just couldn't think of eating any less than a perfect, plump fryer with a swell liver. Right here is where we fail, we shove everything and anything down a customer's throat and we think we're building an industry, when we are actually hurting a potentially good business.

WANTED AT ONCE 5,000 RABBITS

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AT THE FOLLOWING DELIVERED PRICES

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Does, any breed, no Angora, 3½-4 lbs.....25c lb.
Chinchillas, either sex, 5-9 lbs.,.....25c lb.
Any breed, either sex, no Angora, 5-9 lbs...22c lb.

STOCK MUST BE FREE OF SNUFFLES, EAR CANKER AND BODY SORES. NO BRED DOES.

GUINEA PIGS

Either sex, 8-11 oz. .....65c each
Either sex, 12-15 oz. .....80c each
Either Sex, 16-24 oz. ..... $1.10 each

ONLY ENGLISH (ANY COLOR) WILL BE ACCEPTED. DO NOT SHIP PERUVIANS

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Wayne Co. Indiana Rabbit Breeders Association

FOURTH ANNUAL SHOW

February 13, 14, 15, 1942

CAMBRIDGE CITY, INDIANA

Judge: James Blyth

Cups, Cash, Ribbons

Write for Premium List

2

Walter Schaeffer, Sec.

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Rabbit breeders everywhere prefer the PET Tattoo Set. Insures positive and permanent marking for records and protects against theft.

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FREE Send Postcard for Illustrated Folder & Prices

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FITCH CAVIES

No matter what you want, or how many are wanted. If I have what you want at the price you wish to pay you will get it. If I don't have it, I will do my best to find it for you. Here's to you for a bigger and better new year.

EVERETT H. FITCH

3101 North 41st Street

LINCOLN NEBRASKA

Now, the thing I'm getting at is the price. We either have a feast or a famine, supply and demand just go hand in hand and work accordingly. But rabbits are a great deal like chickens, when they are ready they are ready, regardless of what the price is, and it's no use feeding them any more because you can't come out after they are through growing and you keep on feeding them.

With chickens selling at $1.10 for two pounds cut up and sharp frozen and every one a delicious fryer, any day in the year, why not rabbit the same? Do you realize that we can get 55c a pound for rabbit the right size, of proper tenderness, correctly dressed, all handy and cut up, ready 365 days in the year, and a market going begging everywhere? If a store got 55c for a pound of rabbit and made 10c a pound, it would be without spoilage or loss guaranteed. You, in turn get 45c a pound from the store manager. Suppose you have to buy them and are compelled to pay 20c a pound live weight, then they dress out 50% and you can realize a nickel a pound, as they cost you 40c all dressed; and you have a fur left worth at least 25c each. You sell in dozen lots and you net 35c on them. Thus, you make $4.20 per dozen profit and the fellow selling the rabbits to you gets double the amount he usually has been satisfied with, as at 20c a pound live weight he is actually getting 25c for a fur and 27½c a pound dressed, and this is better if it dresses out better than half.

Yet, for a good many years we sold our meat at 10c to 12c per pound live weight and took someone's silly analysis that it only cost us 7c per pound to produce.

Over 65% of the rabbit breeders are in the game as a fancy and hobby, and wouldn't dare charge off overhead against net earnings because they don't realize any net earnings but invariably show a loss.

There being exceptions to all rules I am not giving that little wifey cause for quitting the rabbit business, just because you don't care to or have time to go in it on a wholesale angle to make the money. Nor do I wish to give figures on commercial outfits feeding great herds of rabbits during the lesser sales seasons.

Cold storage plants will even arrange loans at time on your stored rabbits, if the proper assurances of a future sale can be given. The rates are a great deal less than feeding until your season comes in.

With these prospects in mind, and the effective marketing aids of boxes and literature available anyone with the knowledge of handling same may gain a year-round profit. Of course, it takes money and the old saying goes, "Them that has gets!" We are sure there are many of us interested at any length to make a profit and have a good enjoyable side line or perhaps a business of his own.

We know, too, that anyone can sell all the meat rabbit he can get his hands on in the winter months, but the fellow who has a summer meat outlet is the one to envy. It is the job of every one of us to develop this angle.

I would like to caution everyone about top-heavy prices; for instance, in World War I rabbit meat sold effectively for 65c per pound dressed, but not much of it, and by the end of the war the crackdown came. From there on we all remember what became of it. When a thing gets so out of reach in the food line no one buys it, and even if they do we lose, because the product becomes prohibitive to other lines, such as the laboratories, hospitals, etc.

Do not overlook this field, and although each summer comes the annual fight to reduce the price of laboratory rabbits so as to become too competitive to those raising them for profit. Virgin does and breeders have many times been sold at absolute losses to retain accounts during this period, only to soar up to out-of-reach heights during the natural meat seasons.

It might even be possible for our government to fix prices both on meat rabbits and laboratory rabbits, to prevent increased prices during the good seasons and profitless prices during the bad seasons. For instance, I have had it mentioned to me many times of late that meat rabbits will go to a dollar a pound. When that time comes laboratories can't buy them and won't and you can't blame them. The government is among our largest users of laboratory animals, especially during wars. All it needs to do is pass legislation preventing the use of our rabbits for domestic meat purposes, under the pretext of some disease, and then we are sunk. They use only the live animals for their blood or what have you and the furs are usually destroyed----and we have nothing but a service fee.

Let's keep the meat end going sanely and safely and make a small profit from our meat; and not depend on any one phase too much. Rabbits can never be a serious threat to chickens as a table consumption until they are as low or lower than chicken. But right along that line chickens are up, so are other meats, and, so should our rabbit meat come up.

The only way you can safely get more for anything is to make it better and more attractive. Thus our modern packaging, sharp freezing and less the old spoilage plan makes it a safer business.

With furs reaching an all-time high, we are in the period when we can say without kidding ourselves we can make money raising rabbits. They must be especially good, young and proper meat type rabbits. Remember, however, the laboratories are our best friends, outside of John Q. Public who comes first; so do not abuse the laboratory outlet.

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AND OTHER SMALL STOCK

Big Demand—Multiply Fast—Easily Raised

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Outdoor Enterprise Co., Inc.

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RABBIT FURS

WE NEED 5,000,000 RABBIT SKINS THIS YEAR

SEND TO

THE OLDEST AND LARGEST BUYERS OF AMERICAN RABBIT SKINS

FIFTH GENERATION STILL GOING STRONG

THOUSANDS OF SHIPPERS SATISFIED

SHIPMENTS ACCEPTED ANY TIME OF YEAR

NO SHIPMENT TOO LARGE OR TOO SMALL

WE PAY TOP MARKET PRICES

RETURNS MADE PROMPTLY

RABBIT SKIN PRICES REACHING HIGHEST LEVELS IN A DECADE

WE PAY HALF THE SHIPPING CHARGES

YOUR TRIAL SHIPMENT WILL MAKE YOU A STEADY SHIPPER

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Rabbit Fanciers Guide
The Reliable Rabbit Journal
The Rex Magazine
American Fur Animal
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The Breeders Standard
American Breeders Review
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Pet Stock Journal

Published Monthly At
118 S. Linden St., Lamoni, Iowa
Largest and Oldest Magazine In the Industry

Entered as second class matter, January 27, 1917, at the post office at Lamoni, Iowa, under the act of March 3, 1877.

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Eighth page	9.00
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No Classified ad accepted for less than 50c. TERMS—Cash in full must accompany every order for advertising. We open no accounts. Last advertising forms close the 20th of the month preceding date of publication. Get your copy in as early as possible.

Items of interest from any and all pet stock associations are welcome to these pages.

REMEMBER TWO THINGS

When writing for change of address on Small Stock Magazine, give both the old and new address.

When sending subscription money, state whether a renewal or new subscription.

CANADIAN REPRESENTATIVE

Arthur Brunton, 52 Winnett Ave., Toronto, Canada, is our authorized Canadian representative representing this publication for subscriptions and advertising.

Attention Advertisers

With this issue, as was announced in the January issue, the new rates for classified ads goes into effect at **five cents per word,** single single insertion, minimum of fifty cents or **twelve cents per word** for three insertions. All ads payable in advance. **Numbers and initials count as words.**

Some of our advertisers in the past have been careless in remitting sufficient to cover ads. Perhaps a few words or the address is not counted.

In the future to insure the publication of your ad promptly please enclose sufficient remittance to cover with order, thus causing no delay.

SECRETARIES TAKE NOTE

We regret to report that we were compelled to return reports of several club and association secretaries this month because of the late dates they were received in our office.

As we have called to your attention before it is absolutely imperative your copy must be in our office by the fifteenth of the month to insure publication. By strict adherence to this rule is the only way we can give prompt delivery of SSM to you the first of every month.

MRS. STALLINGS RESIGNS

Owing to a press of other matters, Mrs. A. L. Stallings, who has served very efficiently as secretary of the New Zealand Federation for the past two or three years, has been forced to give up this position.

Mrs. Stallings has made a most efficient secretary for the New Zealand Federation and we are sure all New Zealand breeders will regret to see her give up this work. She has been a tireless worker and has devoted much time to this work that should have been devoted to other duties. We with New Zealand breeders in general say: "Mrs. Stallings you have done a fine job."

Walter Mann who was secretary of the New Zealand club before being elected president will again take up the duties of the secretaries office. Mr. Mann is a live-wire hustler and this part of the work is in good hands.

CHANGES LOCATION

Grinstead's Bunnyland which has been located at Carrollton, Ill., for a number of years have moved all equipment and business to Edwardsville, Ill., where they have enlarged their rabbitry and will be in a better position to handle their growing business.

NOTE FROM STANLEY GEORGE

Many of our readers know of that grand fancier, Stanley George, of England. Thinking they would be interested in his welfare in these troublesome times we are printing below a short note received by John Fehr, from him recently:

"Dear John: All is o. k. here. And we are all mighty proud of our American cousins. I look to the hour when we shall be marching 100 per cent together.

There is only two flags that count in this affair—its the "Stars and Stripes" and the "Union Jack."

"Believe me folks, it is going to be a Capital "V" victory.

"Stanley George."

SHORTAGE OF RABBIT PELTS

OPM and the Fish and Wildlife Service report a serious shortage in rabbit pelts, which are essential in the hat industry and important in the fur trade for trim on cloth coats. Plans are being made to encourage raisers of domestic white rabbits and trappers of wild rabbits to increase the supply of pelts. The reason for the shortage is the fact that "a large portion of the imprinted skins come from Axis-dominated countries."

Johnsons Lassen View Rabbitry, Los Molinos, Calif.: says "Please rerun our January ad in your February issue as SMALL STOCK MAGAZINE has brought splendid results."

Chas. E. Pond, Santa Cruz, Cal., says: "Business is very good with me, resulting from my ads in the columns of the dependable SMALL STOCK MAGAZINE.

X. Traxler, Milton Junction, Wis., says: "Have had splendid results from my ads in SMALL STOCK MAGAZINE.

A. R. & C. B. A. WHY

(continued from page 10)

tion could have changed that to marketing the rabbits for meat. The program was on a nation-wide network, and the meat, wool, and fur industries could all have been given a good plug rather than having the rabbits turned out as a bunch of hungry outlaws with nothing in mind except to outnumber the population as fast as possible.

If the present national set-up can't or won't promote the commercial end of the business, then let the commercial breeders get organized and either change the set-up or try a new one.

We know rabbit meat is more nutritious than any other kind, and we know that Angora wool is warmer and lighter and more durable than other textiles, and we know that rabbit furs are used more in the fur industry and felt business than any other pelts. We also know there is plenty of room in the industry for more breeders. Let's let the public know about all this.

There are millions of people working on defense now, but what will they do after the war is over? They can start in the rabbit business now, and have something to live on when the factories start closing up. There are many angles on which to work. Let's get busy and give the commercial breeders a break for a change, or should the commercial breeders make a break and get a change? Think it over, and express yourselves.

Buy Defense Stamps.

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Small Stock Magazine
LAMONI, IOWA

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ANGORAS, JUNIORS AND SENiors, heavy woolers, best strains, prices right. Vermont raised meets all tests. Angoras of Abercorn Co., Richford, Vermont. 4

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An old established breeding farm.

Fine Mink.
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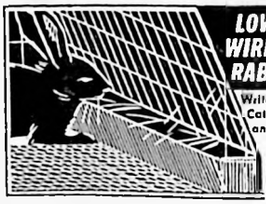

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On the day we receive your shipment. Further, your check for payment in full will be mailed to you THE SAME DAY.

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Any Bank, Commercial Agency or your local express man.

Write Today for Shipping Tags Free

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1100 Fulton Market, Chicago, Ill.

UNVEILING THE REMAINING "BUGABOOS"

(Continued from Page 2)

should fall under the heading of coccidiosis. Tapeworm and vent disease comes under the heading of contaminated foods and unsanitary quarters while mange, ringworm and the so-called head-down disease are purely nutritional disorders caused through or by vitamin deficiencies or imbalance. But more about these later.

Considerable research on the subject of rabbit coccidiosis has been reported as early as 1889. Space will not permit the listing of references as a bibliography. Still, with such information at our fingertips, few if any of us have taken the time or trouble to find out what it is all about but instead we accebt misleading statements and learn to think in terms of cure rather than prevention. Coccidia is definitely a specie specific, i. e., there is a specific coccidia for most every living specie but it is not communicable from one specie to another. Investigators (Leunis Van Es, Animal Hygiene 1932, p. 702) in the field of research have long established the fact that the first stage of transmission of the oocyst to food is by way of contaminated Mother Earth. Earth grown foods or ingredients used to comprise a rabbit's diet are equally contaminated regardless of the precaution or care exercised at the time such foods are harvested. Processed, dehydrated or pelleted foods are usually exposed to high enough temperatures (about 170 degrees F) as to destroy the oocyst while raw green or root foods are looked upon as a great source of live sporulated oocysts, which, when permitted to enter the digestive tract of the host, are acted upon by the bile and digestive juices.

Live, sporulated oocysts thus begin their multiplying and destructive campaign by lodging in the liver and intestinal walls. All of this represents irritation to the host. The conditions created by a high liquid intake of water or milk foods, contaminated grain or hay, by rabbits that are fed green, root favor rapid oocyst multiplication and will naturally stimulate a more rapid growth and spread of the disease until its virulence proves fatal when resistance and vitality is low by imbalanced or deficient diets.

By accepting the foregoing as the focal point of coccidia infestation, it become possible to construct a more comprehensive picture of the events which follow. Except where coccidia-free colonies of domestic rabbits are maintained (and there are very few if any at all), all rabbits are known, by periodic fecal culture to give positive readings. Most all domestic rabbits should therefore be looked upon as being coccidia infected and a great source of transmission. Earth grown greens, root food, grain or hay produced from soil fertilized with rabbit manure should never be fed back to rabbits. The prevailing infestation in a colony so exposed is immediately magnified. The most serious exposure during the life of a rabbit to coccidia in-

(Continued on Page 11)

THIRD ANNUAL WINTER SHOW

Sponsored by the Portsmouth Rabbit Breeders Association

MARCH 6, 7, 8, 1942

JUDGE: CARLDON GADDIS

For Premium list write to

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John Furrer & Company

We are serving thousands of rabbit breeders every year by giving them best grading and giving them highest market prices for their skins. Guarantee yourself success by shipping us all your rabbit skins. Also Fur Tanning Service.

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We Buy Domestic Rabbit Skins Only Send for our price list.

"I have used quite a lot of your Dixie Rabbit Pellets and find them very satisfactory. My rabbits go for them and are doing mighty fine." H. C. Cox, Kansas City, Missouri.

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"Please rush me 100 pounds Dixie Rabbit Pellets as I am about out of them. This sure is a splendid feed." Harold Parlow, Bellevue, Ohio.

"I am well satisfied with Dixie Rabbit Pellets. My rabbits are doing fine on them and I plan on going into the rabbit business on a large scale on my farm." F. W. Porter, Kenova, West Virginia.

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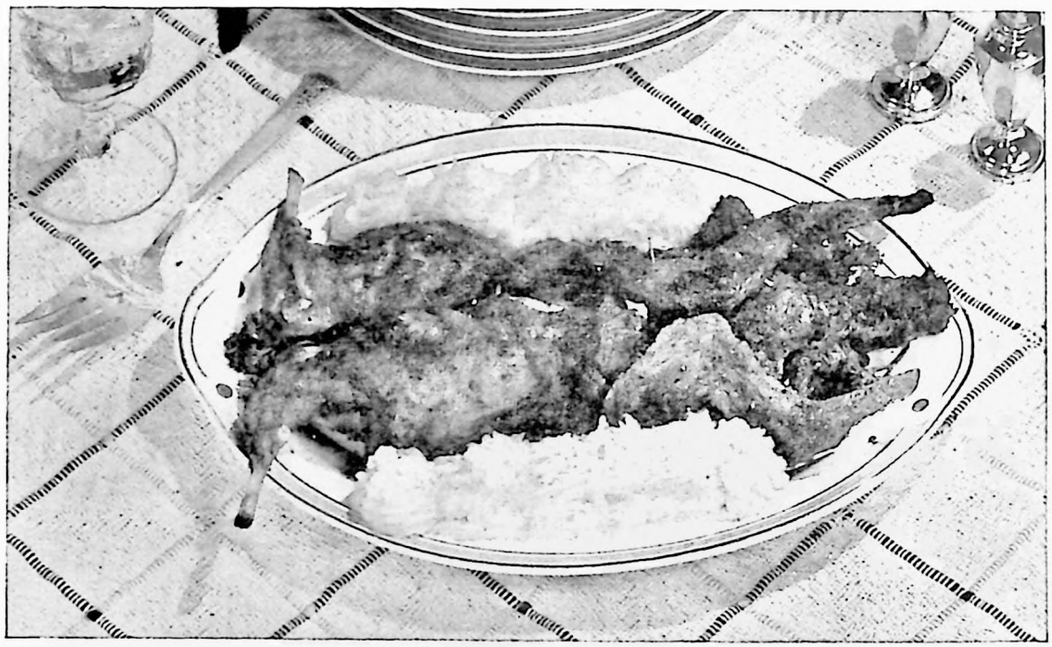
Dependable Feeds for 30 Years

MARKETING DOMESTIC RABBIT MEAT

A PLAN FOR THE SMALL BREEDER TO USE



DOMESTIC RABBIT IS DELICIOUS, ECONOMICAL MEAT

The only sound foundation for the operation of the average rabbitry on a commercial basis is the sale of domestic rabbit meat. In the final analysis the sale of meat is of major importance, while the sales of pelts, breeding stock. laboratory animals, or fertilizer fall into the by-product class.

Domestic rabbit meat is all very white, wholesome, tender fine-grained, and has a flavor generally considered delicious. Fryer rabbits weighing 3½ to 4 pounds when ready for market at about 2 to 3 months of age, will yield a carcass of 50 to 55 per cent of the liveweight. Many house wives are amazed to find that a rabbit has so much meat—so little bone. Actually 82 per cent of the carcass is edible. This makes domestic rabbit meat economical to serve—even at a higher cost per pound than other popular meats and poultry. The product itself—Domestic Rabbit Meat—is an acceptable food product. This is proved by the great acceptance it has in the state of California where it is estimated that as much as 2,000 tons of meat rabbits are produced annually. There rabbit is available at butcher shops and is served regularly at restaurants and hotels. This same condition exists in scattered markets where some effort has been made to make domestic rabbit meat available and to promote its sale with advertising and consumer education. Many breeders will say that if you can get a housewife to serve domestic rabbit once—she will serve it again and again.

All of this points to the fact that there is nothing wrong with domestic rabbit meat as a food—the problem lies in producing an adequate, steady supply and in the lack of an organized marketing and advertising program to educate housewives to the good qualities of domestic rabbit meat.

In a small town it is possible for an individual breeder to produce an adequate supply of meat himself and also carry on the sales and advertising work needed to create a demand for it. There are notable examples of breeders who started doing this on a small but sound basis and their growth has been surprising. The market an individual breeder can develop is limited mainly by the energy of the breeder and his ability to supply the demand once he has built it up.

BUILDING MEAT SALES FOR AN INDIVIDUAL BREEDER

The plan outlined here is a low cost plan for an individual breeder operating either in a small town or in a restricted section of a large city. The costs are not great and the entire program should be within the reach of any breeder who is large enough to have rabbits to sell.

Potential Customers

There are three general classes of customers for the individual breeder: (1) neighbors and friends, (2) institutions such as hotels and hospitals, (3) retail outlets such as butcher shops, grocery stores, markets, etc. The market which you should decide to work on depends a lot upon the number of rabbits which you will have to sell. When you set out to build a market for your meat, remember that it is very important to be able to supply dressed rabbits when your customers want them. It is probable that you should not try to sell through retail stores such as butcher shops or grocery stores unless you will have enough rabbits to supply the demand, and also to make it worthwhile for the storekeeper.

The Right Rabbit

Fryer size rabbits — 3½ to 4½ pounds liveweight which dress down to about 1¾ to 2¼ pounds, are about the right size for market.

The Right Package

Successful sellers of domestic rabbit meat have found that the way the rabbit is dressed and packaged has a great influence on the sales. Domestic rabbit should never be offered for sale in the same manner as wild rabbit. A neatly dressed rabbit with head and feet removed is much more attractive and is much more appetizing in appearance than a rabbit partly dressed with fur on.

The package with the greatest appeal to housewives has been the cardboard box with the cellophane window like the Redi-Fry Cartons which Purina Mills offer free of charge to users of Rabbit Chow. These cartons hold one fryer rabbit—properly cut up—ready for the frying pan. This makes an attractive, sanitary package — and it really appeals to the housewife who doesn't usually have much idea about the proper way to cut up a domestic rabbit for cooking. The Redi-Fry Carton also does away with the frequently heard objection to rabbit because it looks like a cat.

If you plan to sell direct to the housewives, or through butcher shops, use an attractive carton. When selling to hotels, restaurants, hospitals, etc., it would be best to dress them as preferred by the chef or dietitian. It is quite probable that they would prefer the dressed carcass—not cut for cooking.

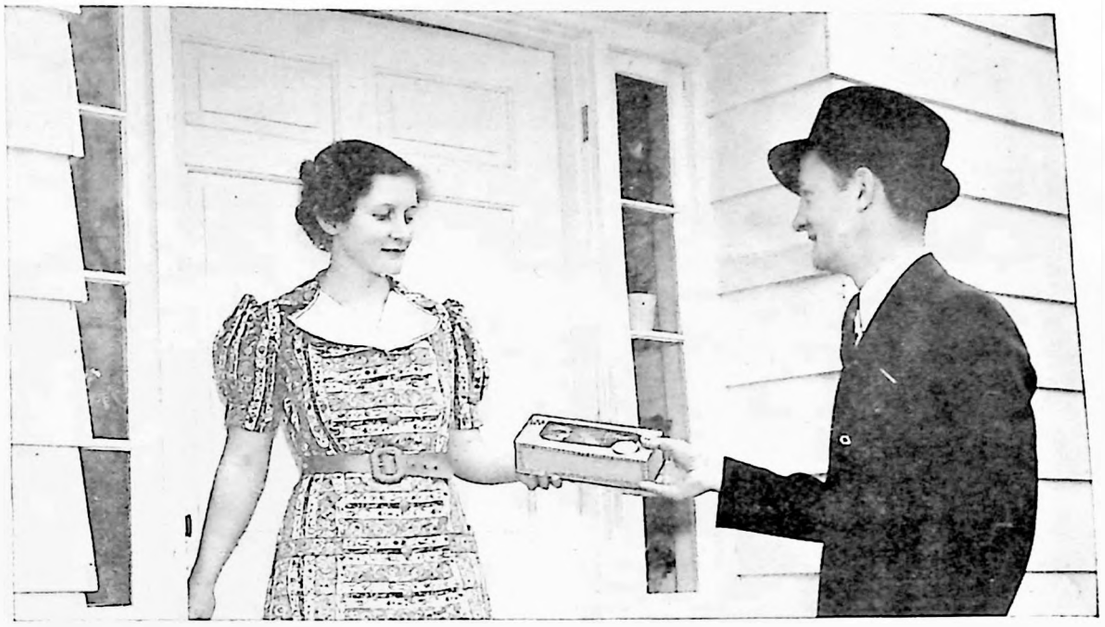
The Right Price

How much should you charge for domestic rabbit meat—and how much will Mrs. Homemaker pay? This is where your knowledge of production costs should prove valuable—for certainly you don't want to sell at a loss—and you can't afford to be out of line with other popular meats. If you sell direct to the consumer, to neighbors, friends, etc.—you ought not to get less than 35c or 40c per pound, dressed weight. If you are selling through retail stores such as to butcher shops, you should ask for at least 28c to 33c per pound, leaving a 7c per pound profit for the retailer. These figures are based on production costs at the present time at the Purina Rabbitry and marketing experience in the St. Louis area, and would no doubt vary in other areas.

It doesn't pay to sell rabbit meat unless you get a fair price—and with more consumer education and advertising you can get it.

Reprinted From
The New Purina Book

MARKETING YOUR RABBITS



HOUSEWIVES IN YOUR NEIGHBORHOOD ARE PROSPECTS

Selling The Housewife

Relatively simple and inexpensive methods can bring surprising results in making sales to local housewives. Start on your neighbors and friends first—than branch out. Here are some of the ways you can get started:

Letters: Write a short, to the point letter to a group of women in town telling them about the fine qualities of domestic rabbit. Sell the idea that it adds variety to the menu, enclose a recipe booklet to show the many ways that domestic rabbit may be prepared. Here is a letter you might use; Dear Mrs. Homemaker:

Don't you often wish that you could think of something new and different for your meat course? I'll bet you've never tried domestic rabbit. If not, you've really missed a real taste treat!

Domestic rabbit is all white meat, tender, fine textured and delicious. It's unusually nutritious, too. And how economical it is to serve—bones are small, and there's lots of delicious meat! You will be surprised to find how far a fryer rabbit goes. The enclosed booklet shows how many different ways domestic rabbit can be served. Why not call and let me deliver a nice, freshly-dressed fryer-size rabbit? Comes cut up, ready for cooking.

Yours very truly,
John Jones Rabbitry.

Handbills: A local printer can print you a supply of handbills very economically. Have a school boy distribute these handbills in the neighborhood. Suggested copy for a handbill is shown below.

A Real Treat . . .
FRIED DOMESTIC RABBIT

• • •

Try this delicious, all-white meat. Tender, Delicious, Nutritious.

• • •

Economical Too—Lots of Meat, Small Bones—Little Waste!

• • •

Rabbits Especially-Fed To Produce Fine Flavor and Tender Meat
Only ..c per pound.
Call Now — We Deliver
JOHN JONES RABBITRY
110 So. Main St. Phone 124-J

Recipe Booklets: One of the best ways to sell housewives is to give them recipes showing how to prepare new dishes. This is especially important in selling domestic rabbit because so many women think they don't know how to cook it. Purina Mills furnishes a supply of attractive recipe booklets free to users of Purina Rabbit Chow.

Newspaper Ads: The rates on small local newspapers are usually reasonable. If you have quite a few fryers to sell, a small ad like the samples shown below will probably get you some orders.

—Display Ad—

SERVE
DOMESTIC RABBIT
Tender, Delicious, All-White Meat!
Economical, Too!
FRYERS - 35c LB.
JOHN JONES RABBITRY
Phone 124-J We Deliver

—Classified Ad—

DOMESTIC RABBIT FOR SALE— Dressed fryers—tender, delicious, all white meat. Economical—lots of meat, little waste. Only 35c per lb. dressed—average weight 2 lbs. Call 124-J, **JOHN JONES RABBITRY.** We deliver.

GET YOUR LOCAL BUTCHER TO SELL YOUR RABBITS

Selling the Butcher

If you have a larger supply of fryers than you can sell direct to housewives, local butcher shops can usually dispose of your surplus. Select shops that are convenient for you to service, then make a personal call on these butchers. Take along a fryer put up in one of the Redi-Fry cartons to show how attractively dressed and packaged your rabbits are. Also show one of the attractive Purina meat counter signs which features domestic rabbit meat. Suggest, too, when you sell the butcher on trying a few fryers, that he feature domestic rabbit in his weekly newspaper ad.

Selling Hotels, Restaurants

Many leading hotels and restaurants now use large quantities of domestic rabbit meat weekly. Call on the chef or catering manager of the hotel in your town. Take along one of your dressed rabbits in a Redi-Fry Carton—give it to him with instructions for frying it. If he has never eaten domestic rabbit, that's the best way to sell him.

Writing letters to these key men in hotels, restaurants and dieticians in hospitals telling them you have domestic rabbit for sale would also help.

...Why

ROCKLAND
RABBIT RATION

and

ROCKLAND
GUINEA PIG DIET
('C' FORTIFIED)

Are Fool Proof

The indisputable facts have just been released and represent about one years work, covering a complete rat bio-assay of the vitamins together with an analysis of the necessary minerals. Just another brilliant contribution to the field of research and for your benefit.

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ANALYSIS	RABBIT RATION	GUINEA PIG DIET
Protein	20.30	20.30
Fat	4.37	4.37
Carbohydrates	58.70	58.90
Fibre	12.60	12.45
Moisture	8.67	9.63
Ash	7.96	7.10
MINERALS		
Calcium	1.04	1.08
Phosphorous	0.58	0.53
Sodium	0.06	0.46
Chlorine	0.16	0.71
Magnesium	0.32	0.39
Sulphur	0.21	0.21
Potassium	0.68	0.68
Manganese	5.50	5.50
Iron	36.00	44.00
Zinc	2.60	2.50
Copper	0.25	0.30
VITAMINS		
Vitamin A	3470-4960 Int'l units per 100 gms	3850-4700 Int'l units per 100 gms
Carotene	10625 micrograms per 100 gms	11250 micrograms per 100 gms
Vitamin B^1 (Thiamin)	436-510 micrograms per 100 gms	410-652 micrograms per 100 gms
Vitamin B^2 (Riboflavin)	424-722 micrograms per 100 gms	614-796 micrograms per 100 gms
Vitamin B^6 (Pyridoxin)	486-617 micrograms per 100 gms	363-480 micro-grams per 100 gms
Filtrate Factor (Pantothenic Acid)	4760-6797 micrograms per 100 gms	4520-7244 micrograms per 100 gms
B Complex (Choline Equiv.)	712-748 micrograms per 100 gms	896-998 micrograms per 100 gms
Niacin (Nicotinic Acid)	18.4 micrograms per 100 gms	18.6 micrograms per 100 gms
Vitamin C (Ascorbic Acid)	Inherent trace	Fortified to guarantee .80 mgm daily
Vitamin D	Inherent trace	Inherent trace
Vitamin E (Alpha-Tocopherol)	16 P & L units per 100 gms	16 P & L units per 100 gms
Ca-P Ratio	2-1	2-1

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CHICAGO ILLINOIS

A. R. & C. B. A. WHY?

By W. H. WEBB

The title of this article is not the brand of a new coffee, but it might as well be. I am a member of the A. R. & C. B. A. and I had the right to vote as a member. I did not have to leave my business, my rabbitry, and travel halfway across the country to a convention to cast my ballot on subjects concerning by industry and my business. The fine fellows who attended the convention a year ago, after several years of working, finally got that privilege for the members of our national organization. It lasted a year.

Now, we no longer have the right to vote in our organization, unless we attend a convention. Politics has reared its ugly head (I am convinced it is only politics) in our association and some way has persuaded the members to vote down their right to a vote by mail. How it was accomplished we will probably never know. I don't believe the recommendation of the resolution committee was entirely responsible. I don't think their recommendation carried enough weight, unless the membership that voted are a bunch of lunk heads who can't think for themselves.

I believe there are several hundred rabbit breeders in the country who are very much like myself in a way, that is, I can't afford to travel across the country to a convention, but I am vitally interested in the rabbit industry and would like to have my vote in the policies of a national organization for the good of the rabbit growers. The only other way I can express myself is a vote by mail. What are we going to do if something comes up between conventions, something which requires the expression of the members? Our officers, or politicians, can't call a special convention, or can they? They get away with a lot of other stuff. Anyway, those who do attend the conventions are not necessarily a representative group of the rabbit breeders in the country. They certainly are not representative of the commercial breeders. Commercial rabbit breeders usually have too much to do to go running around to conventions. I don't mean that none of them go, but I am willing to bet there are more fanciers who attend than there are commercial men. I mean commercial in the sense of a business. Any rabbit breeder who sells stock is in commerce, whether the stock is fancy or for practical purposes. I am referring to the breeders who raise rabbits to sell for meat and fur, for wool, or laboratory specimens. There are more commercial rabbit breeders in Southern California and more rabbits raised here than in any other part of the country, yet how many times does our national convention get anywhere near this part of the country to give us a chance to attend and express ourselves? Once in the four years I have been in the business and then the politicians at the head of the organization wouldn't let the local breeders have their say. I refer principally to the Angora breeders. I am one. I belong to the oldest, most successful organization for Angora breeders in the country, the one to which they paid no heed, when it recommended certain specifications for Angora standards, and the same one which the secretary of the A. R. & C. B. A. failed to mention in his article for the special Angora issue of SMALL STOCK MAGAZINE published last year.

By now, if anyone has read this far, you may bethinking I am a little fed up with A. R. & C. B. A. Personally, I am. You may also be doing some thinking. I hope so. I hope rabbit breeders all over the country are doing some thinking. I hope the editors of the magazines that received copies of this article are not too politically tied up to be afraid to print the article. I think there must be other rabbit breeders who feel the same way and may like to express themselves if given the chance.

I believe, (call it egotism if you like) that this may start something if printed. At least, I hope it starts some people thinking, on both sides of the fence. We still have America where a person may speak his mind, if he has one.

Let me correct any false impressions that may have been taken from this so far. I am not trying to tear down A. R. & C. B. A. So far, they have done a good job in publishing the standards and guide book, and promoting shows and the hobby. That is fine. But, what have they done for the commercial breeders and the rabbit industry? Raising rabbits is no longer essentially a back yard hobby. It has grown into an industry for providing meat and textile goods; food and clothing, two of mankind's needs for existence. I can say the A. R. & C. B. A. must give the commercial breeders more of a break, or the commercial breeders should have a separate organization.

I don't want to set the world on fire, I just want to see this industry given national recognition by our national organization, as a commercial enterprise rather than as a hobby.

Publicity could do a lot for the commercial end of the rabbit business, and the national organization is the proper outlet for such publicity. Local organizations are doing what they can in their own communities, but a national publicity campaign would do a lot more. One week is set aside for a "Rabbit Dinner Week," but how about the other fifty-one weeks? And what about the wool and fur part of the business? What about all the rabbits Lum and Abner had last year on their radio program? They were turned loose to eat up peoples' gardens and create a dissention toward raising rabbits. A letter from our national organiza-

(Continued on Page 6)

UNVEILING THE REMAINING "BUGABOOS"

(Continued from page 7)

festation is between the age of 3 and 12 weeks while with the mother. Young, therefore, which are permitted to begin to eat solid foods too early (when their eyes open) and refuse breast nourishment, are naturally low in resistance. By contacting the droppings of the mother doe or contaminated foods, they become ideal material for the transmitted oocyst to start its crusade of destruction. This in the most part accounts for the high mortality prevailing in rabbits between the ages of from 3 to 12 weeks. Therefore, cages or nest boxes should be so constructed as to prevent young from crawling about and eating too soon. They should be forced to depend solely upon the foundation nourishment of the lactating mother. It is this period (3 to 12 weeks of age) during the life of a rabbit when mortality is attributed to bloat or diarrhea. Those expressions simply interpret a condition from gross symptoms, but otherwire mean nothing. A bloated condition or diarrhea is caused by something. The causitive agent in all probability is represented by two factors. A high incidence of coccidia infestation together with a poorly proportioned, imbalanced or deficient diet. Under "poorly proportioned and imbalanced diet" we find rabbit feeds which are high in salt content. Such a food will increase the desire for liquids (water or milk). A high liquid intake accounts for a rapid spread and growth of the oocysts. A mild internal disturbance of the bacteria soon becomes too virulent for the host to withstand and the result is a dead rabbit much to our surprise. From this therefore let us agree that it is poor logic to force an amount of salt into the rabbit by adding it to the diet. Salt made available to the rabbit at will, by employing the use of the suspended salt spools or cattle rock salt placed in the hutch would help to stabilize the liquid food intake. The same reaction to thirst will be noted when rabbits are fed a food made more palatable with the addition of sweet tasting ingredients such as molasses. In my 21 years of experience, to me, molasses in a prepared diet has been a curse to rabbits. They don't require it and they shouldn't have it. The mere elemination of salt or molasses from the diet won't solve the problem of controlling or reducing coccidiosis either. The hard facts are very simple. No green or root food at any time. No diet in the form of mixed grains. Unless grains are milled and subjected to a temperature of at least 170 degrees F by pelleting, it is safe to assume, regardless of precautionary measures, that existing oocysts have NOT been inactivated or rendered dormant. The fellow who feeds green or root food or a whole grain mixture simply accounts for a higher incidence of coccidiosis and defeats his purpose and his pocket-book. The answer as far as active oocysts are concerned, lies in a pelleted food, provided that the ingredients have been exposed to the foregoing temperature during the milling process. An ideal and intelligent diet for rabbits should, among other things, be free of salt, molasses and cod liver oil.

Why the emphasis on cod liver oil? We have but to refer to some of the brilliant work done by such investigators in the field of nutritional research as M. Goettsch and A. M. Pappenheimer, J1. Exp. Med. No. 54, pp 145, 1931; S. Morgulis and H. C. Spencer, J1. Nutrition, No: 11, pp 573, 1936; H. Chor and R. E. Dolhart, Arch. Path., No. 27, pp 497, 1939; M. Shimotori and G. A. Emerson, Science, No. 90, pp 89, 1930; C. G. McKenzie and E. V. McCollum, Science, No. 89, pp 370, 1939 and J1. Nutrition No. 19, pp 345, 1940; A. M. Pappenheimer and M. Goettsch, Proc. Soc. Exp. Biol. and Med. No. 34, pp 522, 1936 and dozens of others. Their work has established the fact that herbivorous specie, under which the rabbit and guinea pig falls, will develop certain muscle dystrophy when fed both cod liver oil and vitamin 'E' (Alpha-tocopherol), but not necessarily to include such specie as ruminants with more than one stomach. At Fort Wayne we were shown photographs of rabbits with the so-called head-down disease apparently more prevalent on the west coast. In the last issue of SMALL STOCK MAGAZINE we read where this ailment still baffles our western veterinarians. Two requests to the Fontana station for copies of the photographs above mentioned were referred to Washington, D. C. The purpose of these requests was simply to bring them to the attention of a few of the above investigators, who with their direct and immediate knowledge of the symptoms of muscle dystrophy, would probably throw some light on this situation in the way of a rough diagnosis. However, without this, my guess is, and it is only a suspicion, that the so-called head-down disease prevailing among rabbit colonies on the west coast is simply due to the fact that their diets contain grain and ingred-

Mineral Salt

75c dozen prepaid. Salt spool hangers, 40c dozen, $2.90 per 100 prepaid. Sample hanger 3c. Ear tags 25 for 40c. Full sample set printed supplies 10c. Everything for the rabbitry. Price list free.

Aluminum Marker Works

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2. Highest Market Price
3. All Shipping Charges Refunded

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Ohio Circuit Grand Final

Sponsored by Akron Rabbit Club

March 5, 6, 7, 8

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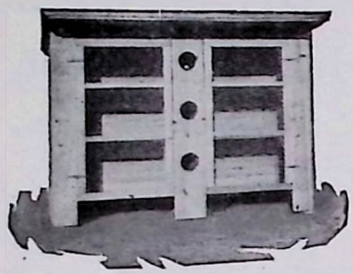

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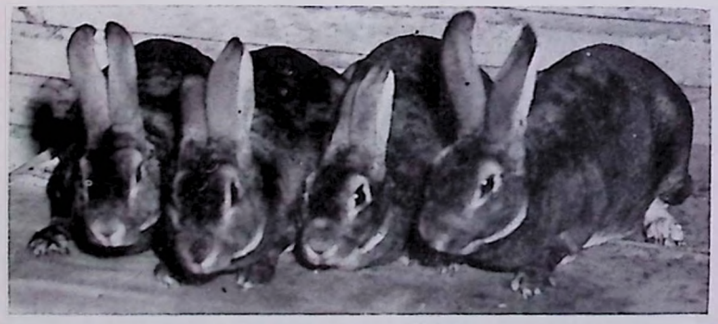

Keystone's King Style | Keystone's King Type | Keystone's King Fur | Keystone's King Size

We take pride in introducing our four new herd sires—$200.00 worth of stud bucks—winners of 19 firsts, 15 specials in 1941. These bucks, together with Keystone's Ace-Hi; registered winner of 5 firsts, head a heard of 50 select registered Castorrex does from the Keystone Strain.

Juniors from these famous bloodlines 3-5 months of age at $5.00 each. No seniors for sale at present.

Our bucks and does carry same blood as that used by Holtzinger in winning Best Castorrex in Grand Rapids National Convention; Fort Wayne National Convention; Eastern States Conventions of 1940 and 1941.

The largest herd of the largest Castors in the world. Be sure to get yours now. Advance orders booked for spring delivery.

W. J. GOFF

ROUTE 1 HOLLIDAYSBURG, PA.

ients which will account for a vitamin 'E' content, together with a supplement of cod liver oil. The result to be expected is a toxic condition throughout the digestive tract influencing metabolism and the voluntary nerve system. This does not occur when cod liver oil or Alpha-tocopheral are fed hours apart. Rabbits and guinea pigs must have vitamin 'E' but they do not require cod liver oil. They will derive sufficient inherent vitamin 'D' from the other ingredients provided the ingredients fall within an intelligent selection.

Tapeworms in rabbits indicate the presence of the house cat as the common carrier. Either the breeder, feed dealer or the mill have permitted food or grains to be exposed to contamination by this carrier.

A condition of mange and ringworm should make one suspicious of a vitamin deficiency, especially 'G' ('B^2'), together with too infrequent disinfecting.

What does all of this begin to reveal or illustrate? Simply this. That too many rabbit diets have simply been thrown together. That few if any who are and have been instrumental in formulating such foods first determined the actual daily minimum requirements of the various vitamins, minerals and factors under the filtrate. Instead, the practice has been and still is to put a concoction on the market before being proved perfect experimentally. This stage of perfection was and still is being left to the breeder, who in the most part is not qualified to identify any disturbing element or imbalance in the diet. That is a job which should be up to the investigator in the field of nutrition. Yet how many feed millers have actually taken the time and trouble to determine the vitamin and mineral requirements or rabbits? Very few. But the fellow trying to make a 'go' of raising rabbits accepts concoctions hook, line and sinker only to find that he is able to raise from two to five young out of a litter of six or eight and is warned not to breed more often than two or more times per year. A man can't possibly stay in the rabbit business if he must absorb such mortalities and inefficiency. Every rabbit counts and every day lost in production adds to his daily cost. If a condition of sterility amongst his breeders appears, there is an indication of 'E' deficiency or vitamin imbalance. If his present diet will not permit at least four litters per year there is a suspicion of a low protein food being used. If a doe isn't lactating sufficiently one should sense an imbalance of minerals and Ca-P ratio (calcium-phosphorus). Cannibalism is an indicator of an improper 'B^1' and manganese ratio.

Unfortunately, in the minds of too many millers, rabbits and the rabbit industry are under rated and considered too insignificant to be bothered with any serious nutritional investigation. But we can be thankful for the untiring efforts and brilliant conclusions uncovered by leaders in this field of research who are gradually revealing the all important fundamental and essential nutritional requirements of rabbits. Although we are still unable to report on the daily minimum requirements of the various vitamins, filtrates and other factors, minerals and their correct ratios of the same, we do have a comprehensive indication of a safe level for best results with a low mortality.

And so for the benefit of those who will accept this article as an intelligent guide in the selection of a fool-proof diet for rabbits, may I suggest that you insist upon an analysis which will include a complete chemical analysis and rat bio-assay and then select one which will come within the following*:

Protein 20.30; Fat 4.37; Carbohydrate 58.70; Fiber 12.60; Moisture 8.67; Calcium 1.04; Phosphorus 0.58; Sodium 0.06; Chlorine 0.16; Magnesium 0.32; Sulphur 0.21; Potassium 0.68; Manganese 5.50; Iron 36.00; Zinc 2.60; Copper 0.25; Vitamin 'A' 3470-4960 Int'l units per 100 gms diet; Carotene 10625 mg (milligrams) per 100 gms diet; Nicotinic Acid (P-P factor) 18.40 mg; Thiamin ('B^1') 436-510 micrograms per 100 gms diet; Riboflavin ('B^2') 424-722 micrograms per 100 gms diet; Pyridoxin ('B^6') 486-617 micrograms per 100 gms diet, Pantothenic Acid (filtrate factor) 4760-6797 micrograms per 100 gms diet; Choline Equivalent (B complex) 712-748 mgm per 100 gms diet Vitamin 'C', not required. Inherent trace; Vitamin 'D', not required. Inherent trace; Alpha-Tocopherol ('E') appr. 16 P&L units per 100 gms diet; Ca-P (Calcium-Phosphorous) Ratio 2-1.

*Note—The above figures were taken from a report of a complete chemical analysis and rat bio-assay recently completed by Dr. C. A. Slanetz and submitted to the Journal of Nutrition for publication. Reprints will be available after report has been published.

Raise Dairy Goats
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Published Monthly
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"Shubert"

"Rabbit Skin Headquarters"

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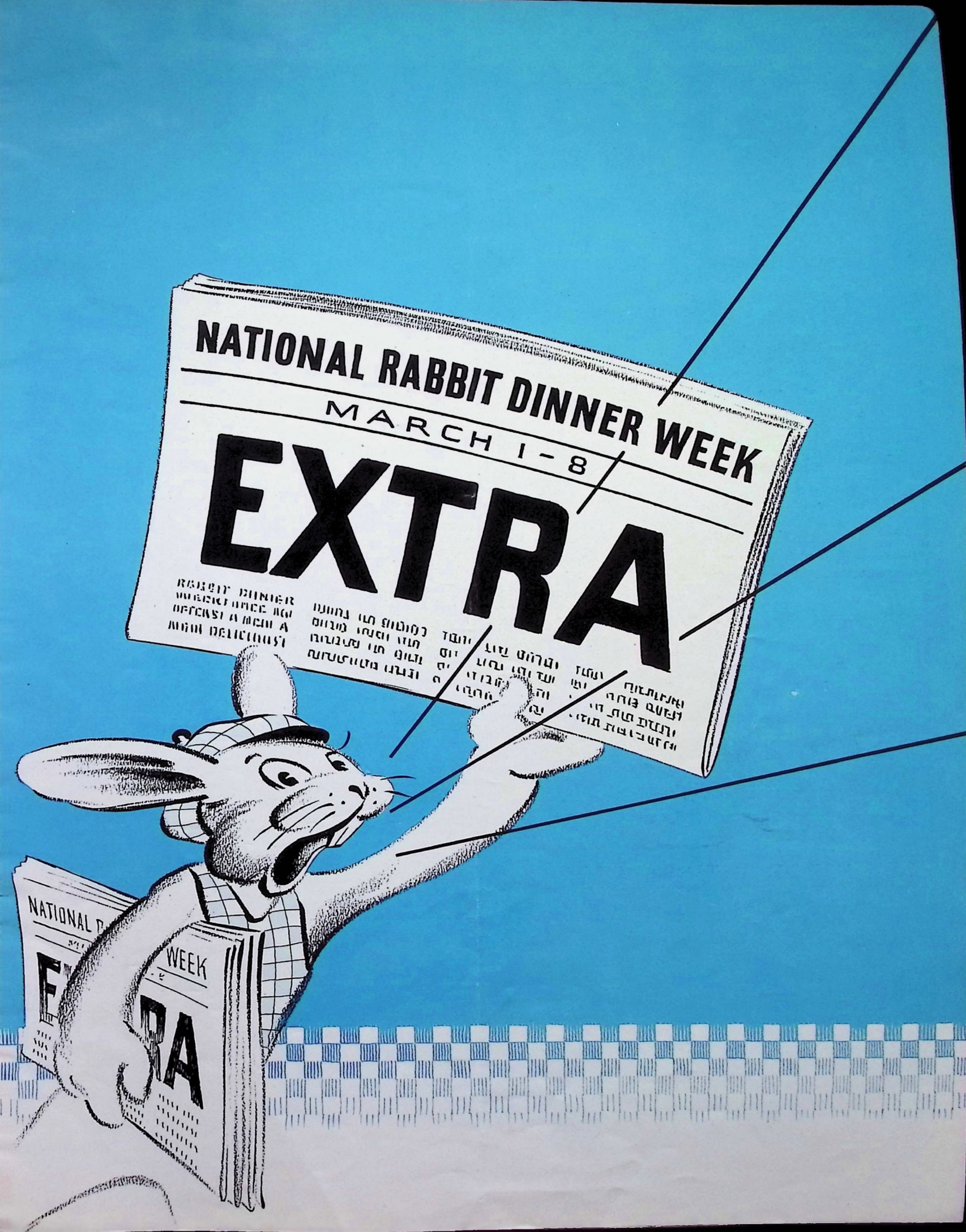

NATIONAL RABBIT DINNER WEEK
MARCH 1-8
EXTRA

National

RABBIT DINNER WEEK NEWS

PUBLISHED BY PURINA MILLS • ST. LOUIS, MISSOURI

BUILD RABBIT MEAT SALES IN YOUR TOWN

ADVERTISING MAN OUTLINES LOCAL CAMPAIGN PLAN

Make Plans Early, Cover All Angles

By G. M. PHILPOTT
Advertising Director
Purina Mills

Two of the biggest factors in the success of any campaign of advertising, large or small, are proper planning and coordination. By planning I mean having a definite outline of objectives and a plan of attack and doing it early; by coordination I'm referring to covering all angles—making use of every possible means of getting the big job done.

If I were a rabbit breeder and eager to get the most good out of this National Rabbit Dinner Week pro-

The domestic rabbit will have its day . . . a whole week in fact, March 1-8 . . . National Rabbit Dinner Week! Do your part to make it bigger and better this year. It'll help you and will help the industry, too.

Local Newspaper Can Be

Order Free Advertising Material Package Today

PURINA ORGANIZATION WILL EAT RABBIT MARCH 1 TO 8

Many Salesmen, Dealers, Office Employees Will Serve Rabbit Dinner

You can count on a lot of support from the whole Purina Mills organization when it comes to serving domestic rabbit and telling folks about it, too! To do their part in helping put domestic rabbit meat on the American dinner table, the Purina family . . . salesmen, dealers, office and mill employees will eat a lot of rabbit during National Rabbit Dinner Week, March 1-8.

St. Louis Office Goes for Rabbit

Last year, employees in the St. Louis office of Purina Mills completely exhausted the local supply of domestic rabbit fryers during National Rabbit Dinner Week. Besides this, the Purina

National Rabbit Dinner Week March 1 to 8

National Rabbit Dinner Week, March 1 to 8 is your big opportunity to tell folks in your home town about domestic rabbit meat! For during this week you can make use of the special advertising material furnished by Purina Mills, and can also get special publicity in your local newspaper.

Purina Mills has built this promotion to help you put on a concentrated campaign right in your home town. If breeders all over the country will do a good job locally, it's easy to see that the national effect of this program will be well worth while. Increased interest in domestic rabbit meat will result in stepped-up interest in all the other phases of the rabbit industry, too.

How To Do It

During National Rabbit Dinner Week, March 1-8, you should do all you can to publicize domestic rabbit meat in your home town. Advertise—talk domestic rabbit meat to your friends, neighbors, fellow-workers, get a few of your local butcher shops or neighborhood markets to feature your rabbits.

That's no small order—and that's why you'd be glad to have the adver-

Big Help In Campaign

could go and do well if it was only to sell fryer rabbits to housewives within a few blocks radius of my home, I'd do that and do it well, rather than try to cover a whole city with a small amount of advertising and as a result do nothing. In advertising, it pays to concentrate your efforts. If I lived in a small town it might be quite easy for me to cover the whole town.

Let's look at the material you have to work with—25 doorknob hangers, 25 postcards, 2 posters, newspaper ads and articles in the local newspaper. To be sure I'd use everything that didn't cost me much of anything except my own time and enthusiasm. I'd take those 25 doorknob hangers and personally hang them on the front doors of twenty-five homes in my own neighborhood. I'd do it on about February 21 and do it myself so I'd be sure that not one of them was wasted. I'd make a list of the 25 homes I visited and then a week later mail the postcard as a reminder.

Even before I did that (as soon as I got my advertising package) 'Id call on some butchers downtown—neighborhood butchers if I lived in a big city. I'd get them to put a few of my rabbits in stock, urge them to feature them one weekend in their newspaper specials, and then I'd leave one of the colorful Rabbit Week posters for the butcher to put up. And believe me, I'd have those rabbits cut-up and packed in Redi-Fry cartons, too, for I know that an attractive, convenient package is really a big sales factor.

Then right early I'd make another important call . . . on the local newspaper editor. I'd take him a dressed domestic rabbit in a Redi-Fry Carton and I'd give him a real selling on the rabbit industry, on rabbit meat as a food. I'd tell him about National Rabbit Dinner Week—and I wouldn't give up until he'd promised to run an article or two about domestic rabbit meat in his newspaper. If the rates weren't too high, if I had plenty of rabbits to sell, and the money to do it, I'd run two or three small ads in the newspaper, the week before National Rabbit Dinner Week.

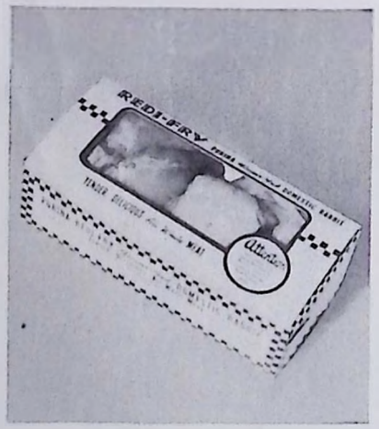
Then I might get the Church Bazaar, or the Kiwanis Club or the Chamber of Commerce to serve fried domestic rabbit. Those are little things but they create interest and get you publicity—and they are what I meant about using every possible means of getting the job done. There's no limit to what you can do if you really get going on your campaign.

PACKAGE IS BIG FACTOR IN SALE OF RABBIT MEAT

Housewives Prejudiced Against Whole Carcass

Now, when you'll probably be getting some new customers for the first time for domestic rabbit fryers, it's very important that you make a good impression. And that's where careful dressing and an attractive package can help a lot.

Successful sellers of domestic rabbit meat have found that the way the rabbit is dressed and packaged has a great influence on sales. The package with the greatest appeal to housewives has been the cardboard box with the cellophane window like the Redi-Fry Cartons which Purina Mills offer free — 7 with a coupon from a 100-lb. bag of Purina Rabbit Chow.



These cartons hold one fryer rabbit — properly cut-up and ready for the frying pan. This is not only a real convenience for the housewife, but also does away with the frequently heard objection to rabbit that it looks like a cat.

Much Free Publicity Available Locally

Some of the best publicity you can get doesn't cost you anything at all . . . it's the space you can get in news columns of your local newspaper. National Rabbit Dinner Week is *news,* and many local editors will publish articles about domestic rabbit and this special week.

Last year some of the best results of National Rabbit Dinner Week were the many articles on domestic rabbit which appeared in the columns of newspapers from coast to coast.

Special Interest In Recipes

Eager to please their women readers, many newspapers show special interest in recipes. This was noted last year as many newspapers printed domestic rabbit recipes in their food pages and in their home departments. This is the type of publicity that counts, because housewives will gain confidence in domestic rabbit after seeing it recommended in the local newspaper. This should also result in local butchers getting calls for domestic rabbit fryers — and that in turn will make it easier for you to get your rabbits sold in their markets.

Publicity Furnished By Purina Mills

Of course, you can give the newspaper in your town much of the information about "National Rabbit Dinner Week" and domestic rabbit meat yourself, but if you'd like some suggested articles to give to the editor, Purina Mills has prepared a series of publicity releases which you can use. Write to the Rabbit Dept., Purina Mills, St. Louis, Mo. for this special newspaper publicity material.

In addition, Purina Mills and its Public Relations Director will be working to get as much newspaper publicity as possible for the rabbit industry in connection with National Rabbit Dinner Week.

Don't forget to see your local newspaper. Get some good publicity for the domestic rabbit meat in your town!

fried rabbit luncheons during that week. And that is no unusual situation, for domestic rabbit is a Purina cafeteria menu favorite and orders for domestic rabbit fryers nearly always exceed the supply furnished by the Rabbit Dept. Last year many of Purina's more than thirty branch plants were unable to get domestic rabbit fryers locally and urged the Rabbit Dept. to find a supply for them. Many of these were supplied by sending dressed rabbits packed in "dry" ice, so these Purina employees would not be disappointed.

Many Purina Salesmen, too, know how delicious fried domestic rabbit can be, and have served it at their sales and dealer conventions. Isn't this proof that the Purina organization is sold on domestic rabbit meat — and what's more, is doing something about it?

Purina Dealers Raise Rabbits in Stores

To help increase interest in raising rabbits and to get new folks started in the business, many Purina dealers raise domestic rabbits right in their places of business. They have special pens built for this purpose, and many of them get a bred doe and raise the litter as a display. They report that this really attracts lots of attention and that they have started several new rabbit breeders in their town as a result of this display.

So Purina Mills not only promotes and eats domestic rabbit meat, but also is helping get new breeders into the business.

YOU: Purina is acting as an advertising agency to promote the sale of your rabbits—be sure to get your advertising material package early — order now on the coupon below.

Advertising Package Absolutely Free

Because Purina Mills wants as many breeders as possible to have at least *one* of the advertising packages to use, they are offering *one* package to any breeder *Absolutely Free!* That means just what it says . . . no charge, no sales slip, no bag coupons!

But order early—the supply is limited and the packages are going fast.

What's in the New Advertising Package

The 1942 package will contain the following new material to help you sell domestic rabbit meat during National Rabbit Dinner Week:

25 DOORKNOB HANGING CARDS—just the thing to slip over the doorknobs of all the houses in your neighborhood. A sales story and recipes, too.

25 MAILING POSTCARDS — this is an attractive postcard for you to mail out to housewives. Only 1c postage needed.

2 RABBIT WEEK POSTERS — a dandy, colored poster to put up in butcher shops — or in prominent spots around town.

2 WINDSHIELD STICKERS—for your car, the official emblem of the 1942 National Rabbit Dinner Week. An ad for domestic rabbit wherever you drive your car.

SUGGESTED NEWSPAPER ADS — sample small ads which you may run in your local newspaper or cooperate by sharing the expense of a larger ad with several other breeders.

It's not too late to do a good job. Order your advertising material package today—start making your plans.

SEND THIS COUPON TO GET YOUR ADVERTISING PACKAGE—FREE!

If you have not already done so, send this coupon to get your Advertising Package—absolutely free. Send no bag coupons or sales slips—just this coupon.

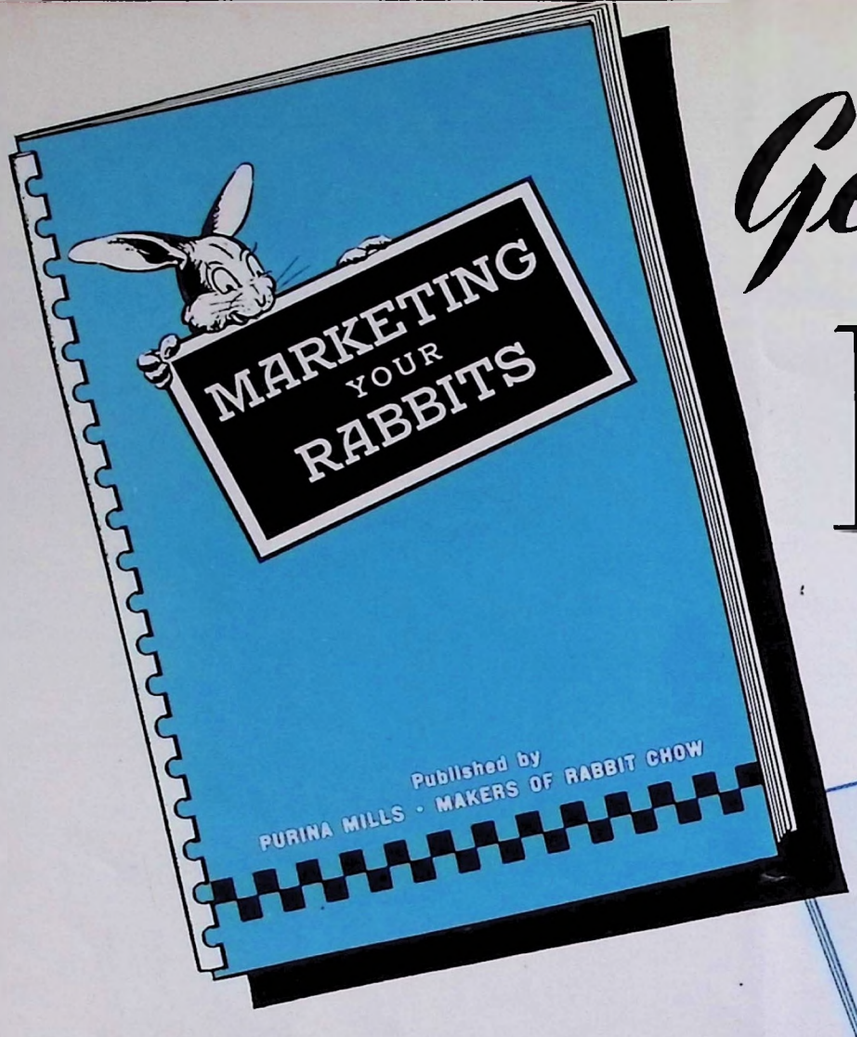
PURINA MILLS, Rabbit Dept., St. Louis, Mo.
Send one Advertising Package to:

Name.....

Address..... *No.*

City..... *State*..... *Rabbits*.....

The supply of Advertising Packages is limited. Order yours early. Only one *free* package to a breeder.



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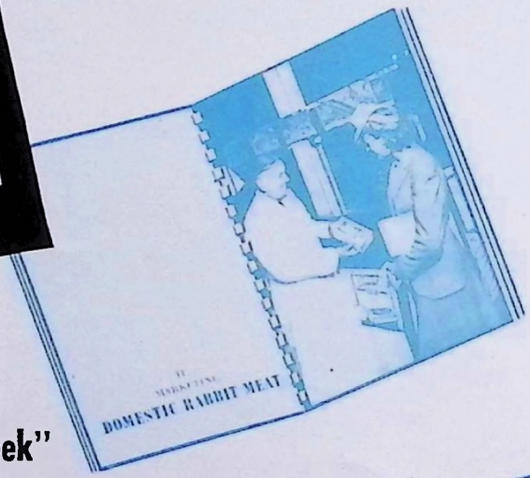

. . . A Helpful Guide for "National Rabbit Dinner Week"

. . . A Complete Handbook for Permanent Use

YOU'LL find this new book, "Marketing Your Rabbits," a big help in making plans for your local campaign for "National Rabbit Dinner Week," but best of all, you'll find this book filled with so much good information that you'll want to keep it on hand for ready reference.

It's a big 52-page book . . . heavy, durable cover . . . plastic binding . . . lots of pictures. Gives complete plans for developing meat sales; filled with tips on selling skins, Angora wool, laboratory stock. Also contains a program on breeding, feeding and on the management of a rabbitry.

Only 10c **with 1 coupon from a 100-lb. bag of PURINA RABBIT CHOW**

(25c without coupon)

SEND FOR YOUR COPY *Today . . .*

RABBIT DEPARTMENT, PURINA MILLS

St. Louis, Missouri

Send me my copy of "Marketing Your Rabbits" at once. I am enclosing

- ☐ 10c and 1 Rabbit Chow bag coupon
- ☐ 25c in coin

Name.....

Address.....

City.....**State**.....**No. of rabbits**.....

Fancy and Commercial Department

Articles, discussions of various breeds and cuts of your favorite stock are welcome to this department.

Material to appear in this department should be signed and sent to Judge Fehr, 1302 Woodlawn, Indianapolis, Ind.

Judge John C. Fehr, Editor

If, as stated in my letter to our officers, more members and officers would take as much interest in the development of our industry between Conventions as they do during the few days of our Convention we would have a sure cure for Conventionitis. I heartily agree with my friend, Herrlein, in practically everything he says. I could write pages upon pages on what should be done and what should not be done. I have always contended that the American should have a commercial department and still do.

I was instrumental in having presented Commercial Classes in Broiler, Fryer, Bakers. After the committee got through with this without me being on the committee it was shot full of holes. I suggested a fryer fur class, for as you know 80% to 90% of pelts being sold are from fryer rabbits. This was ignored.

I have appointed a 4-H committee, which I am sure is going to function.

Shows and convention shows as now being conducted are nothing more than a sales and publicity stunt. No meat pens, "With apologies to Vandeweghe." No fur displays at Ft. Wayne. If we are to put the rabbit industry on a firm basis, as my friend, Herrlein, suggests, then the officers must have the support of our affiliated specialty club and affiliated local clubs. I expect I am one of the oldest officers of the American and have been a member during all this knee pants stage Harry speaks about, but as long as the specialty clubs and the local associations think only of how many ribbons they can get free, and instead of working exclusively for their local or specialty club, would get back of the American, which after all has kept the industry alive, we shall never get any place.

I do, Harry, take exception to your remark that nothing has been done except the appointment of a marketing committee and a publicity effort in low gear. Results will show that this publicity committee through just 10,000 copies of a booklet, has gotten 200 or more members for the American. This book was financed by breeders and supply companies. They are about sold and we still have about $500.00 left for publicity. This may be in low gear, as you say, but with support and cooperation we can put it into second and possibly high gear. It is an easy matter to appoint committees, but it is another thing to have them act. All these things that have been suggested are fine but they all cost money and the only way we can ever do these things is for the specialty clubs, local clubs and members to forget self-interest and go out and hustle for the American.

Since you have elected me president I have made a number of changes with the consent of the directors. Every club secretary can retain 25c from every $2.00 he or she gets for membership to the American. Every registrar and judge has the same privilege, but from my observation too many are interested mainly in their local or specialty club.

In last month's issue of Small Stock Magazine I invited every member to send in his idea or recommendations as to how we can improve our parent body and the industry. To date I have received one. It's my opinion that most members of the American are subscribers to Small Stock. I may be letting a cat out of the bag, but the circulation of Small Stock Magazine has increased about 2,000 during the last few months and our entire membership in American is less than 1,500. Here alone are from 2,000 to 3,000 prospects, but 80% of them want to know if one can make any money raising rabbits. They want to know where and what to buy. If an article appears that is of interest to the beginner, one of these 1,500 will at once say, "I knew that 10 years ago."

Since I have received no answer to my last article I shall tell "all" that I expect to do. I shall, as president and chairman of the board, meet with Mr. Weygandt and an attorney, (This with the consent of directors). We shall revise entire constitution and if there is so much confliction and if we are to branch out into other and larger fields that the American must be re-organized so as to be a legal corporation, this too, will be done.

Certainly Small Stock Magazine has stood by us faithfully for years, but do you realize that neither Mr. nor Mrs. Blair would have a vote according to Resolution No. 14? Most of the old-timers know me personally, but there are several thousands of rabbit breeders who are subscribers to Small Stock Magazine that do not belong to the American and are not privileged to belong to a local association. To these I want to say that I have your interest as much at heart as our members, because it is you who are more commercial minded that will eventually put rabbits and the American on the map.

To all members of the American, let me ask you, are you going to let a real industry get away from you after functioning for over 25 years, and still, as Herrlein says, is in knee pants?

If the American continues as it has during these prosperous years then there is only two solutions: 1st—The American must have a hard working commercial department, something that will interest these thousands of breeders who are willing to go into the buisness if shown it to be profitable. 2nd—If we fail to do this we are sure to have a rival commercial rabbit breeders association.

All this will be considered when this constitution committee meets, the result or action of this committee will be sent to all officers for their suggestions and recommendations as to changes. After receiving these recommendations from the officers, our committee will again meet and re-arrange classes and sections that will be advisable and legal. The revised constitution and such other changes that have been made will be sent to all members for their approval or rejection. Some of these changes may not appeal to all, but I assure you there will be no selfish interests involved.

Some have accused me of going commercial. I plead guilty, but at the same time I consider myself a fancier and a better sport than many so-called fanciers I have come in contact with. If we get a real foundation for the commercial breeder we will be helping to make more real fanciers. I can hear lots of the old-timers say that Fehr is getting tough. The fact is, I am getting rather discouraged at the progress we have made and will say frankly, if no good comes of these various meeting with our attorney and the response from officers and members, then I will have to admit or concede that my long time ambition of seeing a real rabbit industry has vanished.

It's an easy matter to sit down and find fault, but what I, and all the other officers, need is support and cooperation. If Small Stock Magazine can interest 8,000 to 10,000 people in subscribing to a rabbit journal we certainly should be able to get at least half of them interested in the American, but we must have something to show them and it's up to our officers and members to send in recommendations. We propose to act, but we need your help, for it's a big problem.

Buy Defense Stamps.

Huntington Rabbit Breeders Association Show

SANCTIONED A. R. & C. B. A.

Huntington, Ind., February 20-21-22

Defense Stamps - Cash - Ribbons

VERNE ASHTON, JUDGE

Mrs. R. D. Humbert, Show Sec'y.

715 Leopold Street HUNTINGTON, INDIANA

Michigan State Rabbit and Cavy Breeders

ANNUAL SPRING SHOW

Michigan State College, East Lansing, Michigan

MARCH 25-28, 1942

Mr. and Mrs. C. A. Sonefeld, show superintendent and secretary.

Send all requests for catalogues to

MRS. EMMA SONEFELD

2217 Taft Street, Saginaw, Michigan Before February 15

Golden State News

THE WEST MEETS THE REST

CO-EDITORS E. W. MURRAY, 1714 West 106th Street, Los Angeles, Calif.
HELEN M. KNICKREHM, 1313 West 97th St., Los Angeles, Calif.

NOTICE: The opinions expressed by the contributors of this department shall not be construed as the opinion of Small Stock Magazine

THE WAY I THINK IT SHOULD BE DONE
By E. W. Murray

There are a great many breeds and standards listed in the American Rabbit and Cavy Breeders Association guide book but after all there are only two kinds of rabbits —good rabbits and bad rabbits. There are, however, several kinds of good rabbits. If a doe is an excellent producer, bringing many dollars to her owner's pocket from the production of meat and fur, she is a good rabbit from a commercial standpoint although she might be such a mixture of breeds and colors that she could only be classified as just a common rabbit.

If a rabbit is a good producer and also up to standard qualifications, it is a better animal than just the common rabbit. If this same rabbit will also win the ribbons and produce progeny that will also win ribbons, then it is still a better animal. No matter how good a rabbit may appear, if the animal will not produce its kind sufficiently to show a profit to its keeper then I should not consider it a good rabbit.

Raising breeders for future use or to selling to customers requires special care if a high quality product is desired. Stock for future breeders should not only have the desired registration qualifications as stated in the standard of perfection, but should be free from disqualifications and have an abundance of health and vitality necessary to carry the animal through its strenuous life period of production.

Generally speaking there are two ways by which breeding stock may be produced, as follows: The does are bred four or five times a year and allowed to raise six or seven to the litter or more if possible. When young stock is needed for future breeders it is selected from the meat pen whenever there appears a promising youngster. Stock of this kind selected from overworked does, may in many cases take on weight and equally as good to all appearances as stock produced by better and more expensive methods, but after such stock has produced one or two litters it is quite noticeable that the vitality is gone, the stock breaks down and is fit only for the meat wagon in most cases.

Our experience has been that to raise good breeders to give good service over an extended period, requires special care in production. The does should not be bred for the first time until they are practically matured. They should then be allowed to raise but four or five to a litter. After the litter is weaned at two to three months of age, the youngsters should be then placed in a hutch by themselves for proper maturing, where they will not be crowded from their feed and have ample room for development. Any maturing stock that falls below the standard weight should be promptly sold for meat.

When the litter weighs three pounds, careful inspection will usually show some to be undesirable for future breeders. These underiables should be sold at once for meat in order to give the balance of the litter a better chance to develop. Does from which future breeders are to be selected should not be bred more than two or three times a year if a high quality and high vitality offspring is desired.

It is obvious that breeding stock raised four or five to a litter and matured singly in development hutches will cost more to produce than when larger litters are raised and matured together. However, the extra cost is warranted and paid back with interest. Stock that is raised by this special care and attention will in future generations build up an immense amount of resistance to disease, and when placed side by side on a production basis with stock selected from the meat pen, will out demonstrate the latter in every way.

In other words when you are raising foundation stock for your own future use as breeders, or to sell to someone else, you must give your stock the greatest possible chance to mature into high vitality animals. Learn the necessary qualifications of a good rabbit of the breed you intend to raise. No animal is perfect, but select those that come as near the standard specifications as possible, give these animals special care and attention, breeding them only when they have sufficient development and weight and allowing them to raise but four or five to a litter. When the offspring reaches weaning age, look them over very carefully, keeping only those that are desirable for future breeders.

Take the carefully selected youngsters and give each one a hutch by itself, where it may have a better chance to develop and not be crowded by the others. Watch this maturing stock closely, weigh it often to determine if they are progressing and developing in a satisfactory manner, and do not hestitate to dispose of any maturing stock that is backward or below standard in its development.

In preparing to raise foundation stock, select only those mature specimens that approach nearest the ideal. Take the does and carefully classify them according to their merits and select a buck to head each group. The buck that is selected should have the qualities that are lacking in the does and if possible these qualities in the buck should be exaggerated so that the lacking qualities in the does may be stamped out by the extra fine qualities of the buck. This method is to be continued constantly through succeeding generations, making rigid selections year after year and always heading a certain selected group of does by bucks that will improve their weak points.

It matters little whether the producer of breeding stock intends to keep the stock produced for himself or if he intends to sell it to his customers, as a high quality of stock must be produced regardless of its use. If the breeder keeps the stock for his own use it must be good stock or it will prove to be a financial loss. If the stock is sold to others, it must be good, otherwise it will have to be replaced and the reputation of the breeder will be lost.

I believe most breeders of reputation guarantee safe arrival of their shipments and that means that the animals must arrive in good health. To fulfill this guarantee it is necessary to ship stock of high vitality; stock that will stand the various changes of climate and possible abuse in transit, otherwise the animals are very liable to break down with a cold or something worse before delivery is made to the customer.

I want to tell you in this paragraph of what I believe to be the greatest curse that the rabbit business has ever had, and it is just this: The misrepresentation and sale of poor worthless breeding stock to a customer who wants to make a success in the rabbit business. Is there anything that could discourage a beginner more quickly than to try to breed and raise stock that should have been in the discard long ago? I know that every year there are thousands of practically worthless breeders shipped by breeders and brokers who either don't know good rabbits or who do not care what the customer gets as long as they get the money before the rabbit is delivered. These so-called fine breeders are sold usually at a very low price; in fact, the price is so low that a legitimate

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SMALL STOCK MAGAZINE

Lamoni, Iowa

breeder who puts out a good product can not compete.

The stock that is sold at this low price is usually bought at a still lower price from the man who drives the pick-up wagon for the rabbit butcher, or they may be selected by the rabbit butcher himself, and sold to his friend for a few cents more a pound to be sold as a high class breeding animal with a faked pedigree and clipped toe-nails.

Cull stock of this kind will never do anyone any good and there should be some way to prosecute anyone selling stock of this kind. It costs good money to raise good breeding stock and good breeding stock always brings good prices for itself as soon as it is advertised and known by reputation. I haven't yet seen the time in the past seven years when it was necessary to sell good foundation stock at below cost of production and I do not think it will ever be necessary to do so. There will always be a certain percentage of people who will pay good prices for good breeding stock because they know it costs good money to produce a good animal, but there are a great many who do not know that it costs good money to produce a good rabbit and who will always buy for less and get less and less each time until they are out of business.

Selecting Stud Bucks

When it is considered that a buck heads ten or more does, it should be realized that the selection of a buck is of the utmost importance. One of the quickest ways of improving the quality of your herd is to constantly breed to good stud bucks. The selection of a stud buck to head a certain herd should not depend entirely upon his approximation to the ideal type, but should depend largely upon the charaoter of the females to which he is to be bred. By this I mean that the average characteristics of the sire and dam should come as close as possible to the ideal type. They should be alike in characteristics that come up to the standard and the defects in one should at least be balanced and if possible exaggerated by the development in the other. In the breeding of rabbits we have the advantage over other kinds of live stock breeding inasmuch as we can select the does that are lacking in certain characteristics and breed them to a buck that will overcome the doe's faults, whereas, with animals that are run loose in herds with a male, such as sheep, it could not be expected that any one male could be selected to overcome all the faults of the females to which he would be mated.

Ordering Stock

When you sit down to write your order for foundation stock, do not copy the specifications of the animal from the standard of perfection and expect any breeder in the country to be able to supply you because there is no such animal and if there were such a rabbit I would defy any mechanic with the finest measuring instruments to measure the various points of anatomy accurately and in this way prove the animal to be exactly as described and measured in the standard of perfection. However when ordering stock, you should tell of the main points in which you expect the animal to excel, then the man who selects the stock for you will be better able to please you because he has a good idea of what you want. If you want bone and fur above all other points, say so in your order. If you want head and type points, say so, but don't say: "Send me a rabbit that is perfect in the following points of anatomy: head, feet, ears, back, legs, neck, eyes and all other points (or what have you.)"

Only a short time ago we received a letter from a breeder who wanted us to send him prices and exact measurements of all our prize stock. He said he didn't want any rabbits that had rubber ears that would measure one length before shipment nad another length on arrival. I sent him the prices and measurements on some of our prize stock but told him that I hadn't found anyone yet who would gamble any money on measuring a rabbit down to the one-thousandth of an inch. Tell of the points you most desire but don't be unreasonable and expect too much because if a breeder has to go through a hundred of his rabbits to find you the particular rabbit you want, you are going to have to pay extra for it.

FLEMISH GIANTS AND NATIONAL DEFENSE

(Continued from page 3)

stantial and satisfactory than the one inch or half inch mesh wire. It also makes the hutches mouse proof and this is important.

Hutches that were built of good hardware cloth 16 years ago are still in use here and still giving good service. A coat of paint every few years keeps them looking good and helps lengthen their years of service.

After the hutches are built the breeding stock may be secured from a reliable breeder. Here again it is well to remember that one usually gets just about what one pays for. Good stock is well worth the price reputable breeders ask for it, poor stock isn't worth hutch room.

Most beginners want to know what age stock to start with. If they have had absolutely no experience with rabbits the 4-6 month old stock is perhaps the best to start with. Younger stock is still fairly tender and will die rather quickly under unfavorable circumstances. The 4-6 month old stock is tougher, stands shipment better and if given a halfway decent break in care will give the best results. Stock this age gives the beginner an opportunity to become acquainted with his does before they are bred and also gives the stock an opportunity to become acquainted with the new caretaker and the new surroundings before called upon to reproduce and raise young. Here again it is necessary to be sure stock is secured from a reliable breeder who is truthful about the age of the stock sold and who is experienced enough to give the beginner a few tips on feeding, care and management.

More experienced breeders may prefer to start with bred does. However it must be remembered that a bred doe that is subject to a long express trip then a change in management, caretaker and water and perhaps also a change in feed is at a disadvantage. It takes some skilled care to make up for these disadvantages and it's quite possible that the bred doe may fail to kindle or worse yet may die as the result of injuries received in shipment, inexperienced handling by the new owner or too sudden a change of feed and water while in pregnancy.

Don't expect too much from stock purchased in the way of growth and size. Quite often the change from one management to another cuts a pound or more from the mature weight of specimens but if they are from good bloodlines and from healthful productive strains they will produce young that will be a real credit to the beginner. You should expect health, vitality and vigor, good type and color and good bone unless the breeder who sells you the stock calls your attention to some lack such as poor bone or poor color when selling you the stock.

Here again it pays to buy 4 to 6 month old juniors as most breeders will tell you frankly that they can not pick out the best colored Steels, Light Grays, Golden Fawns, Blues or Blacks until they have lost their baby coats.

Juniors of 2 to 3 months of age can be purchased more cheaply than the older juniors and for this reason many beginners choose this age stock. It is well to do so if you can steel yourself against disappointment and if you are a good enough sport not to blame all your misfortune on the man who bred the stock and sold it to you.

In our next article we will endeavor to give a brief outline of feeding Flemish in order to produce them economically and in such a way as to keep them healthy and productive.

TWELFTH ANNUAL WINTER SHOW

CEDAR RAPIDS SMALL STOCK ASSOCIATION

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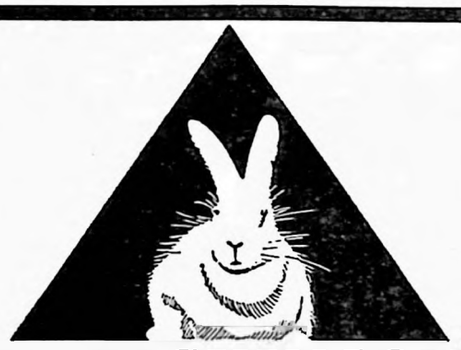

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American Checkered Giant Club

By A. J. Foerster, Secretary,
3601 East 53d Street,
Cleveland, Ohio

With the start of the New Year we should all be giving some thought as to how our rabbits will fare in 1942. Our past year was good and we should strive to make 1942 still better.

The minutes of the Fort Wayne meetings, along with financial reports, are being mailed to all members direct as they are too lengthy to be published in full in the journals.

Our executive committee is considering some sweepstake regulations and other matters. As I do not have the results at this time, they will be published as soon as decisions are reached. We will definitely have a 1942 Sweepstake, so if your club is considering a show be sure and have your secretary contact the American Checkered Giant Club for specials.

NORTHEASTERN OKLAHOMA RABBIT & CAVY BREEDERS ASSN.

H. H. Upp, Secy., Box 3296, Whittier Station, Tulsa, Oklahoma

At the annual election of officers of this association, the following officers were elected: H. S. Barnes, president; Jess Rogers, vice-president; H. H. Upp, secy-treas. The following were elected to serve on the board of directors: John Collins, Fred Grant and Willard Fox.

President Barnes appointed the following committee chairmen G. D. White, marketing committee, John Collins, show committee; Howard Engle, program committee; H. H. Upp, publicity committee.

We are making arrangements for the showing of several rabbit films on the night of January 27. All interested rabbit breeders have been sent invitations and a good time is promised.

Ernest True, our roving rabbit breeder, lately of Miami, Florida and points south, paid the old home town a visit during the Christmas holidays. Ernest still has the rabbit fever, but finds a hotel room a little small in which to conduct a rabbitry.

Several weeks ago this association and the Sunflower Rabbit and Cavy Breeders Association of Wichita, Kansas held a joint meeting in that city and organized the Interstate Rabbit & Cavy Show Circuit Assn. Mr. Carl Gustafsen was elected president; J. W. Collins, vice-president; H. H. Upp, secretary-treasurer. As soon as the secretary completes the organization work, a report will be made through SMALL STOCK MAGAZINE. Watch for announcement of the first Interstate show.

MINNEAPOLIS-ST. PAUL RABBIT AND CAVY BREEDERS

By H. B. Sherer, Secretary

Well, I wonder what the new year will bring us. I hope it will be prosperous for all.

We held our election the first of the year. Officers elected for two years, C. C. Lorenz, president; Sam Lucas, vice-president; H. B. Sherer, secretary; Charles Pence, treasurer; board of directors, W. J. Calouri, Jacob Helmbrecht, Louise M. Jacobson.

We have 51 paid up members so I think we have done fairly well with only six members January 1, 1941. We reorganized in June and have a good live group of members who are not afraid to do a little work. We have a few old-timers who still think they can get along without a club.

Sam Lucas was appointed show superintendent for the sportsmans show in April. We all consider him the best in the Twin Cities, a real go getter and we should have a fine show as we have harmony and that is what counts when you try to put something over.

See our ad in SMALL STOCK MAGAZINE and the next ad will tell who will be our judge.

IN TRIBUTE

To whom it may concern:

The S. V. R. & C. B. A. would appreciate very much a line of tribute to one of its oldest and best beloved members, who passed away on December 22, 1941. He is John Krueger of Clio, Michigan.

Mrs. Emma Sonefeld
Sec. S. V. R. & C. B. A.

"Keep 'em Flying!"

COSHOCTON COUNTY RABBIT ASSOCIATION

By L. E. Wolfe, Reporter
West Lafayette, Ohio

The most outstanding events in the annals of the Coshocton County Rabbit Association since our last letter was the annual rabbit supper on the evening of November 17. The menu and supper was prepared and served by the Daughters of America in their beautiful hall on Main street in Coshocton. Members of the county fair board were guests and after seeing how they went for those heaping platters of golden fried rabbit one did not need to ask if they enjoyed themselves. A few short talks after the supper and the remainder of the evening was spent in games and social conversation.

The December meeting was one of the most interesting and inspiring of the year. Mr. Fredenberg gave a talk on the Fort Wayne convention. How he can remember so many details and put them into an interesting talk is a marvel. He made us all wish we had been there.

A little more than a year ago the club adopted a plan to try to get a 100 per cent attendance from all members. The reward to be a small gold rabbit pin given to each member who attended 12 consecutive meetings. If a meeting was missed the count began anew with the next meeting attended. Most of the "old faithfuls" qualified and received their pin, but a number of us are lagging and a few will probably never qualify. However, the pin is a little beauty, not expensive, and looks exceeding well on the lapel of a coat. It is certainly an incentive to the indifferent member and a number have said, "I'm going to get one of those pins."

One of our encouraging features the past few months is the way new members are coming in and believe it or not some are old timers who were active in the club in the boom days of long ago. The rabbit seems to be coming into its own again. In two adjoining counties, where once there were active clubs but long ago ceased to exist, there is a revival of interest. The inquiries for breeding stock are increasing and the meat demand is beyond our ability to fill. Several of our members are extending their facilities but we need more breeders and lots of them. Bunnybergers are supplanting the hamberger sandwich in many sections and if this is to continue it is up to the rabbit raisers to supply a constant source of meat. Our secretary of agriculture has sent out an appeal for more meat, more poultry, more eggs, more milk, why not more rabbits. Help in defense, raise more rabbits.

ANGORA SPECIALTY CLUB of the AMERICAN ANGORA RABBIT BREEDERS COOPERATIVE

C. W. Orr, Sec., Palmer Lake, Colo.

We wish to thank the directors and officers of the American Rabbit and Cavy Breeders Assn. for the vote of confidence which they gave to us by granting us the charter for the Angora Specialty Club.

We hope to make the Angora Specialty Club one of the strongest in the rabbit industry. We want to have the directors and officers from the various sections of the country, so that the interests of each section may be equally represented.

We want as members all those who are interested in the various phases of the Angora industry.

The object of the Angora Specialty Club shall be to encourage and promote the breeding and advancement of the Angora Wool Rabbit and to secure the utmost publicity, both as an exhibition and utility animal.

To sanction and to hold exhibitions, either exclusive Angora or in connection with other rabbit, stock and poultry shows. To offer premiums and special ribbons to be awarded members of the organization for specimens exhibited.

To promote the educational features in connection with handling of spinning of wool into yarn and weaving and knitting yarn into finished products. The Specialty Club does not buy or sell wool and is to be handled as a separate department from the American Angora Rabbit Breeders Cooperative, which is strictly a business organization for the handling of wool, of which its members are the stockholders.

Membership in the Angora Specialty Club is open to anyone who shall have at heart the interest and promotion of the Angora wool rabbit and who shall breed or encourage to be bred a better Angora wool rabbit or anyone who shall secure more publicity or cause publicity to be advanced.

All applications for membership shall be accompanied by the regular dues of $1.00.

In order to handle the Angora Specialty Club while it is getting started the officers and directors of the American Angora Rabbit Breeders Cooperative will act for the first year, then it is planned to have an election of directors by the members of the Angora Specialty Club. All members who join during the year 1942 will be considered charter members, so do not delay.

We will operate for the first year under the constitution and by-laws as adopted by the American Angora Rabbit Breeders Club, which was formed at the Colorado Springs Convention of the American Rabbit & Cavy Breeders Association, January 14, 1938. Such changes and alterations as are deemed necessary can be acted upon at the time of electing directors at the next convention of the A. R. & C. B. A.

Now is the time to pull together to make the Angora Specialty Club the largest and most efficient specialty club under the American Rabbit & Cavy Breeders Association.

The market for Angora wool is better than ever and has every indication of improving. In order to sell your wool through the Cooperative, it is necessary to join the Cooperative, the membership of which is only $2.00 for five years, with the permission to renew without further cost.

We have sold and delivered in the past three months 1,000 pounds per month of No. 1 and No. 2 grades to one mill and can continue to do so if you will send in the wool. It is up to the grower whether this good market is to continue. Also all lower grades are moving.

The Angora industry stands on the brink of a wonderful expansion. There is going to be a great need for Angora wool. Do not waste any of your energy or the energy of your rabbit producing low grade wool.

The government has put regulations on the use of sheep wool. This shows us we must produce more wool.

Rex Rabbit Federation

By Carl F. Schultz, Secretary-Treasurer
3592 Kimmel Road, Cleveland, Ohio

Just a few words about the past and then we must talk about the future. All Rex specials were paid to the winners at the recent convention before Christmas and I am sure we all are eagerly looking forward to the next convention.

At the present time we have 82 members and in a short time we will have reached our goal of 100.

Word has just reached me that our very good friend who has done so much for the Rex, Frenchy Furneau, is ill and is now recuperating in Arizona. All of us who know Frenchy wish him a speedy recovery. One of the things all rabbit breeders must do in the future is increase our production of rabbits.

We are all aware of the fact that no doubt the showing of rabbits will be curtailed for the duration of the war, but we must all remember that primarily we are raising meat and fur and now more than ever before we need both of these products.

You might say, "I am a rabbit fancier," true, but you can still be a fancier and aid in defense by keeping only the very best of your young for breeding purposes and meating the rest. If each one of use will do our bit whether in fighting, home defense, defense industry or the raising of food products, we will bring the conflict to a victorious end, speedily.

THE ROCHESTER RABBIT BREEDERS ASSOCIATION

By Frank L. McKay, 36 Tacoma St.
Rochester, New York

The Rochester Rabbit Breeders Assn. held its regular meeting at the Museum on Friday, January 2. The meeting was called to order by President DuPrey at 8:30. The meeting was turned over to Judge Hamlin for installation of new officers for the year. Leslie DuPrey was elected president; Oscar Stenzel, vice-president; Al Waehr, 2d vice-president; Carl Smith, corresponding secretary; Leslie Johnson, financial secretary; John Kates, recording secretary; and Harold Converse, treasurer.

Now that these gentlemen are elected, the least we can do is to give them our whole-hearted support and attend all the meetings. We want you all to come, whether you are members or not.

Three new members were voted into membership. Our program chairman, Judge Hamlin gave a very interesting talk on housing and feeding of rabbits. He also answered questions from the Question Box. The Judge intends to carry on this program and to see that the members understand proper mating of their rabbits. There are too many rabbits raised of a poor quality and here is your chance to get some real pointers.

A program has been arranged whereby at each meeting some important subjects will be discussed enabling the new members to learn the business. We are looking forward to a very successful 1942.

Our association's object is to promote encourage, advertise and develop the rabbit industry.

During the year of 1941, we have seen a gradual increase for the better in our industry, and the prospects for 1942 look better than ever. One of the great problems confronting us today is not a market for stock but a larger production, both in rabbits and guinea pigs.

A record crowd was at the business meeting and interest is keen in all branches of the work and R. R. B. Assn. is doing its part to put rabbits in their rightful place.

Some of the breeders are of the opinion that the fur of only a few of the breeds are of any value. This is not true. Any rabbit skin has some commercial value, no matter what the breed. Of course, the skin from some of the breeds have a much greater value than others.

Our membership is increasing but we want all the members we can secure. So, let's not forget our motto, "Every Member Get A Member," so that in the future we will become a stronger association, with better breeding stock.

If we rabbit breeders will keep only the best stock and sell only the best, treat our fellow rabbit raisers as our friends, and not enemies, and boost the rabbit industry we will all derive much benefit.

If you have any ideas or suggestions, your secretary will be very happy to hear from you. Let's all send in our ideas and suggestions and any names that you may know that will be of interest to rabbit breeders.

As America is "all out" for defense these days I trust that the Rabbit breeders will do their part toward bringing back better days.

The next meeting of the Association will be held on Friday, February 6.

HUNTINGTON RABBIT BREEDERS ASSOCIATION

Ida D. Humbert, Sec.-Treas.
Huntington, Indiana

The Huntington Rabbit Breeders Association members enjoyed another annual Christmas party. The party was in the form of a potluck supper and was held at the Humbert's home on December 20. This made the fourth annual party.

Our membership has increased from six members in 1938 to 25 at the present. Santa visited the group during the evening and presented the kiddies and grown-ups with gifts. We are working hard on our coming show and it being our first undertaking we all hope it will be a grand success.

NOTICE TO MARTEN BREEDERS

To whom it may concern:

During the past several months I have received many communications addressed to the Secretary of the North American Marten Rabbit Club. I have done most of the corresponding for the Marten club for the past year, although I am not the secretary, but the present president. We have hopes that our secretary can find time to take care of his correspondence, so in fairness to him please send all correspondence direct to him.

Paul W. Birdsall, Holcomb, N. Y.

VAN WERT RABBIT BREEDERS ASSOCIATION

By Mrs. Alfred Lucius, Secretary
R. R. 1, Venedocia, Ohio

The Van Wert Rabbit and Cavy Breeders Association installed its officers for the coming year at a regular meeting held January 2, 1942. They are: George Beck, president; Lloyd Sinn, vice-president; Mrs. Alfred Lucius, secretary; Mrs. J. T. Edwards, treasurer; directors, Alfred Lucius, Flora Michael and George Shepler.

We have doubled our membership in the past six months. With these new officers and our go getting members we expect to do even better in 1942.

AMERICAN RABBIT & CAVY BREEDERS ASSN.

AR and CBA

INCORPORATED

A. WEYGANDT · SEC'Y 7408 NORMAL AVE · CHICAGO

Happy New Year: As this is my first news for the new year, I wish to extend to all my wishes for a Happy and Prosperous New Year. We made progress in 1941 and prospects for 1942 look very good. Rabbit and cavy breeders throughout the United States should be able to make good profits from stock produced during 1942. The demand is good and prices good, if the breeders produce the stock, there is no question as to a reasonable profit being made from the sale of same. Feed is a little higher but the breeder must be careful in buying, as well as feeding and see that only the required amount is given. Many local associations purchase their feed in quantities, wholesale, and in this manner cut down on cost of feed considerable. Our greatest problem for 1942 is to encourage more to take up rabbit and cavy breeding so as to get more production. The American Rabbit & Cavy Breeders Association spent $1,000.00 last year advertising in various magazines with no extra cost to the members and obtained results, but each individual member can do much in his local territory by encouraging his friends and neighbors to start a business of his own in his own back yard by raising rabbits or cavies or both. Advise them to drop a postal to this office and we will gladly mail copy of our No. 9 Bulletin "Hints to Beginners" containing useful information to the beginner free of charge. Or, if interested enough send in application for membership and receive the guide book and standard, which will start them on the right road to success.

Officers for 1942: The following officers will guide the destinies of the A. R. & C. B. A. for the year of 1942: President, John C. Fehr; vice-president, A. L. Stallings; treasurer, R. J. Bernhardt; secretary, A. Weygandt; board of directors, W. H. Blair, James Blyth, Ed. Stahl, Lewis S. J. Griffin, J. E. Holtzinger, Gust Rutz, A. J. Foerster, Molly J. Smith and John Furrer.

Constitution to be Revised: President Fehr is arranging for a committee to revise and bring our constitution and by-laws up-to-date, as they have not been revised since our last guide book was issued. As we find something annually in our standards that require a change, I believe we should get back to our former system of publishing a guide book and standard every two years and present each member with a copy. Think this over. Copy of the revised constitution when completed will be mailed to every up-to-date member.

Charter Granted the American Angora Breeders Co-operative: Application for charter for the Angora Specialty club of the American Angora Breeders Co-operative has been received and charter granted this association, December 16, 1941. C. W. Orr, P. O. Box 261, Palmer Lake, Colo., is secretary of this live association and has done much to bring the Angora and Angora wool production to the front. His good work is greatly appreciated by the breeders.

Convention Visitors: We were pleased to have Judge D. P. Law and H. John Harder, of Portland, visit headquarters, also Mr. Lowit, of Oregon; Mr. Bayliss, of California, on their return trip. Both spent a few days in Chicago, as Mr. Lowit had business to take care of then headed for Indianapolis, Ind., to call on President Fehr. Mr. Law went on east from the convention and have never heard from him since, whether or not he become fascinated with the "bright lights" of Broadway and remained in the east, I cannot say. However, I presume he will show up in Portland in the near future.

Baby Class for New Zealands: I wish again to call attention to action taken by the Federation of New Zealand Breeders at Fort Wayne, Ind., and ratified by the Standard Committee, providing for a baby class for New Zealands for official A. R. & C. B. A. shows. The age limit of this class to be three months and weight limit to be 5 to 6½ pounds. This to become effective at once. The important feature of this class is that the winnings can be counted for points in display. Committee also favored the discouraging of doe and litter classes at all shows.

Judging Angoras: Standard Committee also recommended that Judges judging Angoras should give greater consideration to uniformity of length and density of wool, even though the length is not over 2¾ inches than to wool 3 inches or over in length which is uneven and lacks in density.

Heads in Chinchillas: As recommended by the Chinchilla Breeders Association, the Standard Committee accepted their recommendation that description of head in Standard Chinchillas be changed to read the same as for Heavyweight Chinchillas.

Grand Champion Certificates: Several have written in wanting to know if a rabbit is shown when not registered, but is registered later on, if these winnings won by the animal before being registered can be applied on Grand Champion Certificate. Board ruled that they can.

Angoras in the Movies: I was delighted to see a clipping contest sponsored by the Colorado Rabbit Club at Denver, Colo., held recently appear in a news reel showing at one of our prominent Loop Chicago theatres. Mr. MacFarlane was shown as the Champion Clipper with one of the Angoras he had clipped. Others, I understand were included in the original but seemed to have been cut out of this one. However, it was good publicity.

Eastern Rabbit & Cavy Fanciers New Guide Book: I received copy of the Eastern Rabbit & Cavy Fanciers Guide Book sometime ago, but too late for my December news. However, wish to state the above association is to be congratulated on getting out such a nice book and I know the breeders will appreciate it very much. It contains 136 pages of useful information with many illustrations.

Vermillion County Rabbit & Cavy Breeders Association: Charter was granted to the above association November 19 and this is a new association, which will no doubt do much good for the industry in this section. Danville, Ill., is headquarters and Joseph B. Toph, 803 S. Logan street, is secretary.

Two New Examining Judges: President Fehr has appointed Howard Keiser, of Rockford, Ill., to act as an examining judge, also Hal Osborn, of Vancouver, Wash., as we had no examining judge in Washington, after Mr. Dodge passed away.

California Himalayan Club Charter: November 20, charter was issued to the California Himalayan club and E. F. DeWitt, of Lynwood, Calif., is secretary of this new organization. All "Himmy" breeders in sunny California should be a member of this new organization.

Tibbar Rabbit Club "Old Timer" Dinner and Meet: Wednesday evening, January 7, with temperature 12 below zero, my wife and I attended the Tibbar Clubs dinner and meeting. Regardless of the weather, there were a nice lot of breeders in attendance and all enjoyed the evening. This was held at the club's headquarters, the home of Mr. and Mrs. Banard Busch. Mr. Busch is secretary of the club and after partaking of a wonderful "feast" arranged by the ladies of the club the remainder of the evening, after the meeting, was devoted to playing pinochle and all went home feeling well repaid for the trip, regardless of the weather.

Bernie Freudenberg Visits Headquarters: I was surprised and pleased to have our genial feed salesman, Bernie Freudenberg drop in and say "hello" a few days ago. He had been up in Wisconsin and on his way to Detroit and happy and smiling as usual. He looked prosperous and reported sales good and glad to see him making a success with his work.

Ed Stahl on Chinchillas: I failed to mention in my convention report that Ed. Stahl gave the talk on Chinchillas at the Judges Conference at Fort Wayne, but Ed gave a good talk and everyone knows that Ed knows his Chinchillas.

C. E. Deichman Undergoes Operation: C. E. Deichman, of Decatur, Ill., one of our old judges and breeders, finally submitted to an operation sometime ago and when last heard of was progressing as well as could be expected. We hope the operation successful and wish him a speedy recovery and know his many friends join me in this.

A New Rabbit Journal: I have received copy of December issue of the Commercial Rabbit Journal of California published by Reo L. Barbour, of Bellflower, Calif. Mr. Barbour is a member of the A. R. & C. B. A. and this issue of the journal looks very promising and contains many important articles of interest to the average rabbit breeder.

Another New Local for California: Application for charter for Small Breeds Club of Bellflower, Calif., was received and charter granted December 26. This promises to be one of our leading locals in California and we wish them success. Mrs. Ynez Barbour of Bellflower is secretary-treasurer.

National Rabbit Week, April 5 to 11: As stimplated in Resolution No. 4, passed by our membership last year, we will observe National Rabbit Week this year, the week commencing with Easter Sunday and continue until the following Sunday. As Easter falls on April 5 this year, the dates will be April 5 to 11, inclusive. Ten dollars cash free to some local. In line with Resolution No. 2 the A. R. & C. B. A. will give $10.00 in cash to the chartered local conducting the best campaign for the week. Committee to be appointed and award will be made on material sent in, such as photos, newspaper clippings, etc. Letters have been mailed to all secretaries giving full information requesting the numbers of posters, etc., each local can use and same will be sent free for distribution. All secretaries not receiving this letter, please advise.

News from England: Have received from W. King Wilson of the National Institute of Poultry Husbandry of Newport, Shropshire, England, copy of bulletin on Feeding Beet Tops to Rabbits and other animals, which I find very interesting. I met Mr. Wilson 11 years ago in Leipzig, Germany, and we have corresponded with each other more or less ever since.

Pelt Problem Circulars: Pelt problem circulars or Bulletin No. 12 published by the A. R. & C. B. A. is a four-page circular giving the breeder valuable information in regard to not only skinning rabbits, but stretching and caring for the skins, so they will reach the skin buyer in good condition and enable him to receive a good price for his skins. We had so many complaints a few years ago from furriers stating skins were shipped in such a terrible condition that they were of little value to them, then the breeder sent complaint to this office against the buyer. We then decided to get out this bulletin and mail free to all making inquiry for same and have mailed thousands of copies and still furnishing them to all requesting same. The guide book contains this same useful information, therefore, this bulletin was published to give outsiders this information and help them realize a fair price for their skins. Just one of the many benefits derived from a national association.

Registrations: Registrations for December showed quite an increase over previous month and 1941 quite an improvement over 1940. Ted Holtzinger is still mailing in the "Big Ones" Reg. No. 439-W covers a Steel Flemish Doe weighing 21⅝ pounds and Reg. No. 435-W covers a Light Gray Flemish doe weighing 20½ pounds. Following are the number of registrations received for the year ending December 31, 1941: New Zealands leading with 659, Chinchillas second with 351, Flemish not far behind with 330, Angoras fourth with 230, Rexes 65, Checkered Giants 62, Havanas 24, Creme DeArgents 23, French Silvers 22, Dutch 20, Silver Martens 13, Beverens 13, Himalayans 6, Polish 6, English 4, Belgians 3 and Silver Fox 2.

Official A. R. & C. B. A. Shows: The following chartered locals have been granted permission to hold their show as an official A. R. & C. B. A. show since my last report:

February 6-8, 1942, Columbus R. & C. B. A., Columbus, Ohio.

March 13-15, 1942, Amo Rabbit Club, Peoria, Ill.

March 7-15, 1942, St. Louis R. & C. B. A., St. Louis, Mo.

April 10-12, 1942, Ohio Checker Giant Club, Columbus, Ohio.

February 13-15, 1942, American Marten Rabbit Club, Binghamton, N. Y.

Grand Championship Certificates: The following Grand Champion Certificates have been issued since my last report:

Prince, Reg. No. 9867-V, Champ de-Argent buck owned by Glenn W. Detweiler.

Shirley, Reg. No. 6422-V, New Zealand White doe owned by Bryant's Rabbitry.

Zipper, Reg. No. 1269-W, New Zealand White buck owned by Bryant's Rabbitry.

Babe, Reg. No. 8655-V, Black Checker doe, owned by Charlie E. Pierson.

Big Tony, Reg. No. 8641-V, Black Checker buck, owned by Charlie E. Pierson.

062, Reg. No. 196-W, Black Checker doe, owned by Charlie E. Pierson.

Keystone's Grand Champ, Reg. No. 8067-V, Steel Flemish doe, J. E. Holtzinger.

Keystone's Jill, Reg. No. 403-W, White Flemish doe, J. E. Holtzinger.

Keystone's Billy Burke, Reg. No. 431-W, White Lynxrex doe, J. E. Holtzinger.

Creme D' Argent Federation

By Harry Clauss, Secretary, Canandaigua, N. Y.

It is time the rabbit business is on the incline. Breeders in the east inform me of receiving 25c live weight for young meat stock. The increase in fur market has helped butchers to make possible this increase in price.

Again may I say if you have Cremes for sale advertise in SMALL STOCK MAGAZINE or otherwise, so the demand for this excellent all-purpose rabbit can be supplied.

We have another big Creme show coming up the first week in April at Cedar Rapids. Our officers there promise us a nice set-up, so let's all give them a hand in entries.

Clif Trumball, our new president, drew up our emblem which now appears on our new stationery. If you wish some stationery please write for some, as it is free to members.

Many new names have been seen associated with Cremes in show reports, especially the breeders on the western coast are strangers to me, would certainly be glad to have you fellows drop me a line and let me know about your Cremes.

ILL.-IND. AMERICAN CHECKERED GIANT CLUB

By I. R. Holmes, Publicity Director
Calumet City, Illinois

Our annual meeting and banquet was well attended and plenty to eat left; of course more would have attended but for the weather.

Our judge for the National Checkered Giant show has been picked, Mack Rayl of Fort Wayne will be the judge.

There were three resolutions passed at the meeting:

NO. 1—Be it resolved that: In the future the nomination and election of officers shall be held by closed mail ballot; no member being eligible for office unless he has attended at least six meetings during the year.

NO. 2—Be it resolved that: Hereafter the annual meeting of the Ill.-Ind. A. C. G. C. be held in conjunction with National Checkered Giant Show.

NO. 3—Be it resolved that: The name of our rabbit club be changed from the Ill.-Ind. American Checker Giant Club, to the new and correct name of Ill-Ind. American Checkered Giant Club; and that the officers and members be so advised.

These three resolutions were presented by L. L. Biskie.

A word about numbers two and one, we feel that by having our annual meeting and banquet at the time of our annual show that more members will be present and the weather more suitable.

About voting, it has always been my argument that all members should be allowed to vote, whether they could attend the meeting or not, as this is not just a local club but a two-state club, and I hope all members will cast their votes next fall.

When we applied for our charter in 1936 I never gave a thought as to just what a difference an "ed" would make in a name, and this was a mistake that will be corrected when our charter is renewed.

New members, let's keep our secretary busy sending you cards thanking you for your pledge. His address is: Art Schultz, 609 Indiana Avenue, Hammond, Ind.

"Watch for our adv. in the April issue of SMALL STOCK MAGAZINE."

The American Chinchilla Rabbit Breeders Assn.

By C. N. Farley, Secretary-Treasurer
P. O. Box 382, Sedalia, Mo.

CALLING ALL CHINCHILLA BREEDERS! CALLING ALL CHINCHILLA BREEDERS! One month of our New Year gone, we should be off to a good start. This year bids fair of being a good year for the rabbit breeders. So, let's make the most of it. Good Chins, are, and will be much in demand, and prices no doubt will be much better. And during this war, it will be up to us American rabbit breeders to furnish our country in rabbit skins, as none can be exported from foreign countries, as has been in years gone by. We can help our defense program by raising more and better rabbits, and the Chinchilla is still KING of rabbitdom.

Since last report the following Grand Champion Certificates have been sent out to our members: Bernard V. Hough for Standard Jr. doe, ear No. HR34 at the Sanford, Maine show; Herman Holtzschuh for Standard Sr. doe, ear No. H24 at the Waterloo, Iowa show; Harland Day for 6-8 Heavyweight doe, ear No. 1761W, at the Manchester, N. H. show; Howard C. Finger for Jr. Standard doe, ear No. F76 at the Doylestown Fair, and also at the Pittsburgh, Pa. show.; Ernest D. Caryl for Standard Sr. buck, ear No. C964 at the Fort Wayne National show.

The St. Louis Rabbit Breeders Assn. has asked for our first 1942 sanctioned Chinchilla Meet. Their show is to be held in connection with the South West Sportsman Show. I do not know the exact dates, but you will probably find notice of it in SMALL STOCK MAGAZINE. This show is being held in the home state of your secretary and he hopes you Chinchilla breeders will make this a real Chinchilla show.

The following is the result of our 1941 membership drive. Those sending in new members: A. S. Gibbons 17; Homer Pelletier 16; Ted Wengert 4; Frank Junker 2; Tom Sturgeon 2; E. D. Caryl 1; John C. Fehr 1; Clarence McBride 1; J. S. Palmer 1; Bernard V. Hough 1; Earl H. Herzog 1; Edw. H. Stahl 1; John Usenik 1. Mr. Gibbons informed me that he was not in the contest, so the cup goes to Mr. Homer Pelletier with the credit of 16 new members during 1941. Mr. Pelletier in starting out set his goal at 12, one for each month of the year. Let's have more of our members on the Honor Roll for 1942.

North American Marten Rabbit Club

By Stephen C. Hoyle, 208 Gaskill
Woonsocket, R. I.

Not much news this month, but some of what there is is of vital importance. Our All-Marten Show starts on February 13, and is to last three days. Gene Hamlin is to do the judging, Johnny Knewasser is the Supt. the place is Binghampton, N. Y. and it will be the biggest Marten show ever held in the United States. Just as the name implies, there are to be nothing but Martens in the show. Consequently, the judge can spend the whole day just looking over the Martens. None of the inferior breeds to take up his time. I would suggest that you write Knewasser at once and ask for a premium list. You will find an adv. in this issue of SMALL STOCK MAGAZINE, giving Johnny's address.

I will try and get the secretary and treasurer's report drawn up and published in this month's issue of Just Martens. If you are interested in the same let me know and I will send you a copy.

I have received word from Director Guyton that yours truly has been re-elected secretary-treasurer for the ensuing year. Many thanks for the honor, and I will try and keep my letters more completely and promptly answered in the future than I have been able to in the past.

Remember the big show, the biggest in the history of the breed. Don't pull the old 'saw' out of the hat, that you wish you had shown as you had better stock at home than there was on the table. The only way to conclusively prove that is to be sure it is on the table at the right time.

"Keep 'em Flying!"

NORTHERN KENTUCKY
By Jesse F. Davis, Pres. Golden Rule R. B. A. of Northern Kentucky

The Golden Rule Rabbit Breeders Association of northern Kentucky wishes to report and ask, "What's wrong with the Blue Grass State Breeders?"

Outside of a real live wire organization at Louisville and our club up here near the Ohio state line, Kentucky does not seem to be up on its toes like some of the other states.

We have as good as the best in stock and have some top notch wide awake breeders and a finer bunch of fellows you just couldn't meet that came any better, so let's get Kentucky as a whole into this rabbit enterprise.

Some of us from this club have traveled quite a lot in the past months, visiting many people who raise rabbits that did not seem to know just what has happened in the past year or so and pals you know it has really happened.

Thanks to our Alma Mater the American and our specialty clubs, the rabbit business is progressing by leaps and bounds. Right here let me say that my pal, Al Coghill, of Florence Bunnyland, Vernon Moore of Blue Grass Rabbitry, and our secretary, Herb Flesch, are doing all possible to promote more and better rabbitries in Kentucky.

We have also stressed the need—yes actual need of SMALL STOCK MAGAZINE in every breeder's home every month from now on.

It has been our desire to see some wonderful specimens shortly come from Kentucky that will give the rest of you real fanciers something to shoot at and without patting ourselves on the back we have them now and we are not a bit worried about putting some of our best blood lines into some of you boys herds who are not pushing your rabbits ahead like you should here in Kentucky. Our desire is really an honest whole-hearted desire to bring Kentucky on a par with the biggest and best states as far as commercial and specialty breeding is concerned.

Our association is only about a year old but we are a chartered local with the American and some of us belong to another specialty club.

We have some beginners in rabbit raising and some old-timers and we just will not let down one bit until we bring some of you fellows in Kentucky who don't belong to any club, conscious of the fact that in banding together you learn more than you ever thought possible to know.

So until you hear from me again, get yourself a SMALL STOCK MAGAZINE subscription and fill it in now, you'll never regert it.

HAVANA NEWS
Alfred Emery, President
210 Marseilles Ave., Elyria, Ohio

The following are the results of the election of officers of the American Federation of Havana Breeders.

Ballots counted by John Fehr and Gus Rutz at the National Convention at Fort Wayne, Ind.

President: Alfred Emery 30 votes; Vice-President: R. J. Bernhardt 19, Fred Rockwell 11; Secretary-Treasurer V. Paul Stephens 22, Stewart Dodge 7; Directors: Frank Hlawati 28, A. H. Miller 25, Dr. Frank Mathers 19, James Blyth 17, Ernest Lanning 16, Walter Botamer 14, Franklin Iback 13, Emil Voight 10, Marvin Godshall 10, T. R. Vandervort 7, John G. Briggs 3, J. D. Fields 3.

Due to the illness of our good friend and Secretary-Treasurer, Mr. Stephens, since he has been ordered by his doctor to get all the rest possible, which would mean giving up the office of Secretary-Treasurer of the American Federation of Havana Breeders. In as much as we hate to lose Mr. Stephens, we must appoint a new Secretary-Treasurer.
new Secretary-Treasurer.

So, to you members of the American Federation of Havana Breeders, Mr. Ernest Lanning, 2124 S. Mulberry St., Muncie, Ind., is your new Secretary-Treasurer. Please cooperate with Mr. Lanning by sending your dues to him and let him know you are in back of him 100 percent.

I will also appoint our good friend, Mr. Franklin G. Iback, 24 Glover Ave., Haddonfield, N. J. as Director.

Don't forget the Havana meet at the Ohio State Convention March 5-8 at Akron, Ohio. Our director, Mr. Frank Hlawati reports he has some very nice specimens for this show, and let's see how many Havana rabbits we can have there. We will have a meeting of Havana breeders, to see how and what we can do to push our favorite breed, the Chocolate Soldiers, in the year 1942.

American Federation of Havana Breeders

By V. Paul Stephens, Secretary,
715 Woodlawn Avenue,
Huntington, Ind.

The Havana Club meeting at the Ft. Wayne Convention was called to order by Vice-President Bernhardt, who acted as chairman in the absence of Pres. Owen at 10:30 a.m., Friday, November 28. Roll call with nine members present. Secretary's report read by secretary. Motion by Mr. Botamer report be accepted. Seconded by Mr. Weygandt. Motion carried.

Mr. Rutz and Mr. Fehr were appointed to count the election ballots and gave the following report: President, Emery 30. Vice-President, Bernhardt 19, Rockwell 11. Secretary-Treasurer, Stephens 22, Dodge 7. Directors, Hlawati 28, Miller 25, Mathers 19, Blyth 17, Lanning 16, Botamer 14, Iback 13, Voigt 10, Godshall 10, Vandervort 7, Briggs 3, Field 3. Motion by Mr. Weygandt report be accepted. Second by Mr. Emery. Motion carried.

Mr. Emery and Mr. Botamer appointed auditing committee. To audit books at close of year.

After some discussion as to the cost of cups (which is much higher at present) a motion was made by Mrs. Bernhardt to give a rosette ribbon for best display when 10 or more members compete at local shows. Cup to be given at Convention Shows. Seconded by Mr. Fehr. Motion carried. Motion for adjournment by Mr. Bernhardt. Seconded by Mr. Blyth. Motion carried.

Mr. Emery stated he would be very much pleased if we gave him a rosette ribbon instead of cup for his best display at convention show. Also Mr. Bernhardt stated that we did not have to send him our special ribbons any more, that he would just donate them to the club. That shows a fine spirit.

We have two very good shows in the near future that we ought to support. With General Hlawati heading our forces for the Akron, Ohio show we know it will be a show long remembered. The General has informed me he has a very nice cash pot for this show. So, send an entry and win some of it. What you say we make it 100 Havanas at Akron.

The other is at St. Louis, in conjunction with the South West Sportsman show, with our good friend, Mr. Morris, in command. This is a very good show to exhibit at because of the great attendance. Watch for the dates of both these shows; send an entry and help put our Havanas before the people. See you next month. Havanas, Gotem; Havanas, Getem.

American Federation of New Zealand Breeders

By Mrs. A. L. Stallings, Sec.-Treas.
221 Quincy St., Pueblo, Colo.

The next New Zealand articles published in this magazine will be by your new secretary and treasurer, Mr. Walter N. Mann.

While at the convention held at Ft. Wayne, the New Zealand officers and directors present were called together for a meeting. At this time I explained to them that I was going to resign as secretary-treasurer, but would continue with the work until the new secretary was appointed. Mr. Mann was suggested for the job and was unanimously approved by the directors present.

I have just received word from Mr. Schutze, stating that Mr. Mann had turned in his resignation as president, automatically making Vice-President Schutze, president. Mr. Schutze stated he had appointed Mr. Mann secretary-treasurer, to finish my unexpired term and to take office February 1, 1942.

New Zealand breeders, let's all give these officers our whole-hearted support, as I know they really have the New Zealand club at heart and will do more than their part to boost the club and the New Zealand rabbit.

I appreciate the loyal support I have received during my term of office and am very proud of all the friends I've made through the New Zealand Club. Do not think for one minute that Mr. Stallings or myself are losing interest in the New Zealand Federation or New Zealand Rabbits. We will always help and boost both, whenever and wherever we can and if nothing unforseen happens we will be seeing you again at the next convention.

CALIFORNIA ANGORA WOOL GROWERS, Inc.
By W. H. Webb, Secretary

The amendments voted on at the January meeting all passed except one, which was the one concerning the method in which the officers are elected, Art. II. There was much discussion on the subject of whether or not the officers should be elected from the flood by the general membership, or if the Board of Directors should continue to choose the officers, as in the past. After a lengthy debate on the question, the amendment was rejected by a close margin, 16 to 11.

By the time you read this, your Secretary expects to be a father, and takes this opportunity to express his thanks and appreciation for everything the membership has done for Pat and myself. Everyone has been so swell and concerned about our "expectancy" we almost feel that it should belong to the Association, rather than to ourselves. We have been told by our various friends that we would have little to say about the raising of the young 'un. But, seriously, it is very gratifying to know one has such swell friends. It gives me a very warm feeling inside every time I think about all the fine people we have become acquainted with since geting into this business. It is hard to find the proper words to express just how we feel, but we do want each one of you to know we appreciate all the good wishes and fine gifts we have received. I still think you are the finest people on earth.

As our fiscal year draws again to a close, it looks as if we will have a record year for wool production. Our monthly average has more than doubled and we have had a fairly steady month to month increase in percentage of the better grades. May we keep it up and increase even more next year. Our Wool Finance Fund has more than doubled in size and our feed credit plan has continued to grow, making it possible for members to get their feed without laying out the cash for it. We hope to have another saving for members in feed costs before the end of the fiscal year. Details are still being worked out, and will be announced as soon as the plan is complete.

The next meeting will be on February 13, at which time the nominating committee for members of the Board of Directors will be appointed. Two members of the board will reach the end of their term with the end of March, and must be re-elected or replaced. All members may nominate candidates, besides those named by the committee. The election will be held at the March meeting, so now is a good time to start thinking about who you will vote for. The members whose terms expire are: G. O. Smith and W. E. Bowman, two very good members who have worked hard during their tenure of office and who have helped put the Association and the Angora wool industry up where it is today.

The wool market still seems steady and members are happy to see the price is still advancing. The No. 2 wool took a 15c per pound jump last month, and more increases are expected later.

Due to tire rationing and rubber shortage, the Board of Directors voted to meet every two weeks, instead of weekly as in the past. Meetings will be on the Monday following the regular Association meeting, and two weeks later. Wool may be turned in any time, but will be weighed and graded only on those nights.

The next meeting of the Association will be February 13 at 6814 So. Broadway, Los Angeles, about 8:00 p.m.

PUEBLO RABBIT AND CAVY CLUB
Mrs. A. L. Stallings, 221 Quincy St.
Pueblo, Colorado

At our first meeting in December our club voted to give Mr. and Mrs. Frank Means an honorary membership in our club. Mr. Means is manager of our Colorado State Fair and has done much for the rabbit department.

The club held its annual turkey dinner and Christmas party at the club room, December 20. Due to the weather we didn't have as large a crowd as was expected. There were 41 present and we had all the turkey and trimmings we could eat. Mr. and Mrs. Means were in attendance and Mr. Means gave a very interesting talk on Fairs in general. After the dinner Santa Claus presented each one present with a gift. A good time was had by all.

Buy Defense Stamps.

BREEDER'S Directory

INDIANAPOLIS RABBIT BREEDERS ASSN.

Meets the First and Third Tuesday Evenings of Each Month at 201 North Bellview Ave.

Chester A. Marshall, Secretary

4220 Norwaldo Ave., Indianapolis, Indiana

We feel that the following members of the Indianapolis Rabbit Association are honest and reliable. Any complaints of unfair dealings will be investigated by this association. 26-2

LESTER C. WELLS
AMERICAN CHECKERED GIANTS
NEW ZEALAND WHITES
3026 N. Lancaster, Indianapolis, Ind.

WALTER N. MANN
NEW ZEALAND REDS
811 Prospect St.,
Indianapolis, Ind.

R. A. BRUCE
Amer. Checkered Giants Exclusively
840 East Washington St.,
Martinsville, Ind.

H. F. CROMER
New Zealand Reds and Whites
Show Stock.
1018 S. Lyndhurst Dr., Indianapolis

LOUIS A. DOERR
NEW ZEALAND WHITES
226 North Mount St.,
Indianapolis, Ind.

R. C. SHOPTAW
NEW ZEALAND WHITES
819 Roena St.,
Indianapolis, Ind.

L. E. NOBLITT
Breeder of English Angora Rabbits
Stock and Yarn for Sale
Route No. 3, La Fayette, Ind.

CHESTER A. MARSHALL
Various Colors Dutch
4220 Norwaldo Ave.,
Indianapolis, Ind.

JOHN D. KEENAN & SON
Pedigreed New Zealand Reds
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TED UBERTA
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BUILD THIS Sanitary Sectional RABBIT HUTCH!
Odorless, self-cleaning. Divided into single hutches for all breeds rabbits; or colony sections for Angoras
—Most practical and scientific hutch ever built
—Large 17x22-inch plan sheet, directions, etc. $1.00
Send for PRICE LIST finest heavy wool producing prize winning Angora Rabbits, Tattoo Outfits, Electric Clippers; and Supplies for all breeds of rabbits.
Grinsteads, Edwardsville, Ill.
GRINSTEADS Wool King Angoras
World's Greatest Wool Producing Strain of Angoras
Foundation Stock for sale—All Rabbits Pedigreed

WILLIAM H. FRICK
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PURE NEW ZEALAND WHITES
R. 1, Sequoia Ave., Redwood City, Calif.

WASHOE PARK RABBITRY
Black Checkers, Fine Blackrex, Chinrex and Himalayans 26-2
Box 1054, Anaconda, Mont.

ROYAL'S RABBITRY
MONEY ($) MAKER 26-6
Reds NEW ZEALAND Whites
2429 Sterling Avenue, Independence, Mo.

—WEYGANDT'S—
"GOLDEN-GLOW" New Zealand Reds
Write Your Wants 26-5
A. Weygandt, 7408 Normal Ave., Chicago

S. FRED KERSLAKE, JR.
Fancy and Production N. Z. Whites
French King Highway 26-7
Turners Falls, Mass.

YE OLD VIRGINIA RABBITRY
New Zealand Reds and Whites 26-6
2300 Glasgow St., Portsmouth, Va.

FAIRFARM RABBITRY
Various Breeds — Superb Type & Health
10c brings photos of available stock. 26-6
W. Boyd Smith, RR 4, Bridgeton, N. J.

HEART OF MARYLAND RABBITRY
Breeder of 26-6
NEW ZELANDS REDS AND WHITES
JAMES H. WERKING, Frederick, Md.

ATWOODS ANGORA RABBITRY
Super Quality English Angoras
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Mail Address R. 6, B. 824, Denver, Colo.

STELLA I. BRUCE
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Pedigreed English Angoras
419 E. Arvada, Colorado Springs, Colo.

TEMPLE FUR FARMS
Golden, Colo. 26-9
Pedigreed English Angoras

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Breeding, Show and Commercial animals in the following breeds. New Zealand Reds and Whites; Sandy, Fawn and White Flemish Giants; Checkered Giants; White Beverens; Blackrex; Silver Martens and Satin Havanas. Complaints of unfair dealings will be investigated by the Association. We kindly solicit a trial order in any of the above breeds. Address 26-6

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AROUND MICHIGAN WITH THE MICHIGAN STATE RABBIT ASSOCIATION

Mrs. E. Lancaster, Secretary
26689 Elm Street
Roseville, Michigan

All thawed out and ready to report from our recent meeting in Bay City, Mich.

The most important topic of discussion was our spring show at the Mich. State College, to be held the week of March 23. An adv. in SMALL STOCK MAGAZINE should gain our objective of getting all breeders in the U.S.A. and Canada to exhibit. Come on, rabbit breeders, all out for defense of the industry.

Mr. and Chet Sonnefield of Saginaw, Michigan were appointed show supt. and secretary, so let's give them 100 per cent support and make this spring show a rabbit extravaganza.

Mr. Sennewald reported on the survey and stated it was progressing, but a little slow at present, weather conditions and holidays could be a handicap, he said. He also reported that local associations were fast joining the show circuit and everything was working out nicely in this department.

Our advertising committee is also working very diligently and hopes to have more to report at our next meeting.

The Saginaw Valley Assn. held its winter show in conjunction with the Poultry Assn. of Bay City. Considering weather conditions they had a very good show. The 4-H exhibits deserve mentioning. They had very nice displays. All members and supt. and show secretary deserve credit for making this winter rabbit show a success.

Mr. R. Schaffer of Bay City, a member of the Mich. State Rabbit Assn. and an enthusiastic breeder, deserves a lot of credit for his efforts and time given to make this show a success. He is also president of the Bay City Poultry Assn.

The banquet was the closing feature of the show. Commissioner Leo Card, Department of Agriculture, and Prof. C. G. Card of the Mich. State College, gave very encouraging talks to rabbit men and poultry men alike. Also favorable reports from the State Department.

Well, folks, the weather in Mich. has about reached normal again, so get that stock of yours ready for our spring show. This includes all breeders of rabbits in U.S.A. and Canada.

Come one, come all, we will be looking forward to a friendly handclasp at our spring show at the college, East Lansing, Mich., week of March 23.

Presperous New Year to all from the members of Mich. State Rabbit and Cavy Breeders Assn.

To build for the future your present business dealings will have to be satisfactory.

A CARD IN THIS DIRECTORY ONE YEAR, 12 ISSUES, FOR ONLY $3, PAYABLE IN ADVANCE

CLASSIFIED ADS

Advertisements in this section, 5 cents per word, minimum 50 cents; Ads placed for three months, 12 cents per word. All ads payable in advance. Numbers and initials count as words. Write your copy plainly, as upon this the correctness of your ad largely depends. All copy for Classified Ads must reach us by the 20th of the month preceding date of issue.

ANGORAS

"FASHION PLATE" ANGORAS—Canada's finest. Since 1928 this strain has proven its superior wooling and show qualities. Linebred. Grand Champions. Winners of highest awards at Canada's leading expositions. Illustrated booklet 10c. Otto's Angora Ranch, Colborne, Ontario. 24-11-tf

ANGORA FINEST BREEDING stock. Pedigreed. Available for registration. Gabriel Dolenga-Kovalevsky, Otradnaya Farm, Madison, New Hampshire. 27-1

GALLES ELECTRIC SPINNER—for home spinning of Angora Wool. Maurice B. Sixby (Sales Agent) 94 Melrose street, Buffalo, N. Y. tf

ANGORA BREEDING STOCK—from my own breeding source. Maurice B. Sixby, (Pioneer Breeder) 94 Melrose St., Buffalo, New York. tf

ANGORA BUCKS FOR SALE reasonable prices. All pedigreed. Edson's Rabbitry, Stonington, Connecticut.

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PEDIGREED ANGORAS! LARGE heavy woolers, tried does $5; untried does $4. Good quality bucks, $3 to $5. Goddards Rabbitry, Pierson, Iowa.

LIMITED NUMBER BUCKS AND does for sale. Sired by registered convention winner, healthy, good sturdy type, exceptionally good woolers reasonably priced. Leonard Schmidt, Heron Lake, Minn.

EXCEPTIONALLY FINE QUALITY Angoras, 5 to 8 months. Pedigreed. Bucks or does, $5 each. Satisfaction guaranteed. Rex Brown, Somers Stage, Kalispell, Mont. 4

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NEW 6-B REDI-BUILT RABBIT Hutch. Self-cleaning, labor saving, 6 pen or 3 pen colony type. Reasonably priecd. Illustrated folder. Maurice B. Sixby, 94 Melrose St., Buffalo, New York. (No plans).

IDEAL RABBITRY—PEDIGREED English Angoras. S. W. Franklin, 214 Dryden Rd., Ithaca, N. Y. 2

FRENCH ANGORAS — BEST SR. Doe, Best Doe and Litter, Utah State Fair. All registered does, bucks. Ray Jackson, Sandy, Utah. 2

BUY THE MADEIRA STRAIN OF Angoras, the world's finest woolers, developed for wool production. All stock pedigreed. Satisfaction guaranteed. Pioneer Wool Producers, Bigfork, Mont. 2

VERY GOOD ANGORAS—8 MOS. does $3. Bucks $2.50. Walter Voss, Lark, North Dakota.

"RAINBOW STRAIN" ENGLISH Angoras for sale. All from reg. stock. Notice: Angora Hutch Plan No. 10 at $1. Increase No. 1 wool production. Decrease labor. Three tier construction. Positive money back guarantee. B-B Angora Rabbit Ranch, Brady, Texas. 4

BEVERENS

4 PEDIGREED SENIOR WHITE Beveren does $4 each. Several reg. and pedigreed bucks, $4-$6 each. Duane Creamer. Concord, Neb.

FOR SALE—BLUE-EYED WHITE Beveren junior bucks. 1941 National show winner. Write Paul Kinder, 2907 Queen St., Fort Wayne, Ind.

BLACK AND TAN

SELLING OUT MY TANS—$2.00 each. H. O. Lippincott, Newark, O.

CAVIES

CAVIES — ENGLISH, ALL COLors. Exhibition. Utility. Prices reasonable. Love Caviary, 2061 Atlantic, Long Beach, Calif. 7

FOR SALE — ENGLISH CAVIES (4 females, 1 male) breeding age $8.00. Terms: cash with order. F. O. Kiehl, Reedsville, Wis. 4

SELECTED MATED CAVY stock: five females, one male, seven eighty prepaid. twelve-ounce, dozen lots, $1.00 each prepaid. Windrift Caviaries, Coconut Grove, Fla. 4

BLACK ENGLISH CAVIES—Purebred. Outdoor housed. Fancy, exclusively from 48-oz. sires. Consistent winners. A. M. Stump, New Castle, Pa. 26-6

GUINEA PIGS NEEDED IMMEDiately. 1,000 cavies besides our regular output. State weights and price so we may forward purchase order at once. William Prescott Rabbit Farm, Avno, Ohio. tf

CHAMPAGNE

CHAMPAGNE JUNIORS AND seniors. Reasonable. Write for prices. Runkel's Chequamegon Rabbitry, Ashland, Wis. 2

CHECKERED GIANT

OHIO CHECKERED SHOW, APR. 10-12, Columbus, O. Judge, James Blyth. Catalog to be made up this month. Attractive ads reasonable. Specials appreciated. Tom Lippincott, Newark, Ohio.

GOOD PEDIGREED JUNIOR Black Checkered Giants, 6-8 Mos., $3.50 each. Alfred Olson, Missoula, Montana, 1804 Howell St.

OHIO CHECKERED GIANT Club second annual show. Watch for our ad in March issue, April 10-12. Judge: Jim Blyth.

CHINCHILLA

GIANT CHINCHILLAS — PEDIgreed stock, does, bucks, for breeding from my registered stock. Lenzs Outdoor Rabbitry, Fairfax, Minnesota. 4

COLORREX

REX BUCKS AT STUD

Keystone's Adam. Best Castorrex stud buck in America. Eight firsts, one second, five specials. This wonderful buck produced by Webster Herzog of West Chester, Pa., has sired over 50 first place winners since 1939. Fee $5.

Keystone's Bozo. Reg. 9 pounds. Castorrex stud. Best typed buck in our herd. Fee $4.

Keystone's Friar Tuck. One of our larger Castorrex bucks. Sired second and third place senior bucks at Fort Wayne National. Produces big husky youngsters. Fee $2.50.

Keystone's Wayne. First senior Castorrex buck, Fort Wayne National Convention Show and Best Castorrex in show. Fee $4.

Keystone's Weygandt. First Lynxrex junior buck at Grand Rapids National Convention Show, first senior Eastern States Convention Show, 1940, first senior and best of breed, Fort Wayne, January 1941 show; first senior Eastern States Convention Show, 1941; sire of first senior doe, best Lynxrex in show at Fort Wayne National Convention. Fee $3.

Keystone's Doctor K. Winner of three firsts. Exceptionally good in color and type. Fee $2.

J. E. HOLTZINGER
512 S. 22nd St.
ALTOONA PA.

PRIZE WINNING BLACKREX, splendid fur. Good breeders. Also Chinrex bucks. Washoe Park Rabbitry, Anaconda, Mont. 3

LINEBRED KEYSTONE CAStorrex Junior bucks. Unexcelled dark fur. Best Keystone blood, $5. Guaranteed. Don't wait. Raymond Soph, Boonville, Mo.

BREEDING RECORD HUTCH cards—with three-generation form on back. A necessity in every rabbitry. Should be placed on every hutch. Prepaid: 10 for 20c; 25 for 35c; 50 for 60c; 100 for $1. Order today and start this easy method of keeping your records. Small Stock Magazine, Lamoni, Iowa.

WHITEREX CONVENTION WINners, 4 firsts, 5 specials, best furred Rex, all colors, best Ermine-rex, Best New Zealand Whiterex, Best White Rex, Best Furred Rex Buck, all colors. Our Whiterex really have fur. Selected breeding and show stock. Satisfaction guaranteed. Herbert Lawrence's Rabbitry, 432 Ocean Ave., Lynbrook, New York.

CASTORREX — SOLD OUT OF Castorrex does. None available before April 1. Have 10 prize winning bucks for sale. J. E. Holtzinger, 512 South 22d St., Altoona, Pa.

CHINCHILLAREX — REGISTERable junior bucks. Chinchilla breeders, Rex your own strain of Normals and raise Chinchillarex. Their pelt closely resembles that of the precious South American Chinchilla. Produce a blocky rabbit, ideal for meat, with a durable pelt of real quality. Write for information and prices. Mrs. P. F. Benedict, Short Hills, New Jersey.

LYNXREX—GOOD JUNIOR AND young senior bucks for sale. Our Lynxrex have won special for best Lynxrex at the last two national conventions and at 19 other shows in past two years. J. E. Holtzinger, 512 South 22d St., Altoona, Pa.

ENGLISH

BEAUTIFUL ENGLISH SPOTS—Black, Blues, Young or Matured stock. Ed O. Jochims, Macon, Mo. 3

STUD RECORD CARDS—JUST the form you need if you keep track of what your stud bucks are doing. Printed on tough stock. Ten for 10c; 50 for 40c; 100 for 75c; postpaid. Small Stock Magazine, Lamoni, Iowa.

FLEMISH GIANT

REAL FLEMISH GIANT BUCKS AT STUD

Improve your herd by mating your *best* does to these outstanding stud bucks. All bucks registered in the A. R. & C. B. A.

Sandy

Keystone's Jumbo, Reg. 18¾ lbs. at 12 months of age. Sire of 20-lb. Sandy buck, John's Duke, first senior at Grand Rapids National Convention 1940. Jumbo is extra good in color bone and type. Fee $5.

Keystone's Bull Durham, 16 lbs. at 10 months. Won 1st 6-8, Best Opposite Sex Eastern States Convention Show 1941. Has 7½-inch ears. Carries blood of 7 National Champions. Best headed youngster in 16 years of breeding outstanding sires. Fee $10.

White

Keystone's Curly, Reg. 18¼ lbs. Nine of his youngsters placed in first 5's at Eastern States Convention, 6 in first 5's at Fort Wayne National Convention. Fee $5.

Keystone's Mars, a real young stud. First junior Eastern States Convention. Sired by Curly out of Grand Champion Doe, Keystone's Jill. Jill was 1st junior Eastern States Convention, 1940, 1st senior Eastern States Convention 1941, 1st senior Fort Wayne National Convention. Fee $4.

Steel

Keystone's Gift, 1st senior Steel buck Eastern States Convention show. Unusually long ears, wonderful bulldog head and grand bone. Fee $3. Reg. at 16 lbs.

Keystone's G. C. Boy, 15½ lbs. Registered stud, 2d senior buck Ft. Wayne National Convention Show. Son of Keystone's Churchill, 1st Sr. Grand Rapids National Show Convention and Grand Champion Doe Keystone's Grand Champ. "Grand Champ" was 1st senior Steel doe, Best Flemish all colors, Grand Rapids National Convention Show, 1st senior doe, Best Opposite Sex all colors, Fort Wayne National Convention Show. She produced 47 young from Nov.. 1, 1940 to Aug. 2, 1941 and still came through as Best Steel doe in America in November, 1941. Fee $5.

Keystone's Jimmy B, 1st 6-8 Steel buck at the Eastern States Convention Show. Fee $3.

Keystone's Benbo, 1st 6-8 Steel buck, Best 6-8 all colors, Ft. Wayne National Convention. Fee $4.

Golden Fawn

Keystone's Best Yet, a grand young son of Keystone's Knockout, our first 6-8 at Grand Rapids National Convention. Carries blood of 9 convention show winners. Fee $3.

Blue

Wizard's American Prince, 1st senior, Best Blue, Fort Wayne National Convention, 1st Senior, Best Blue Eastern States Convention. Fee $5.

Light Gray

Keystone's Perfecto, 1st Junior buck at Fort Wayne National Convention Show. Both sire and grandsire were first place convention show winners. Fee $4.

Black

Keystone's Kinky, 3d Junior Ft. Wayne National. His half-brother was 1st Junior. A real jet black with lots of bone, good head, good type, extra good color. Not available until March 15. Fee $3.

J. E. HOLTZINGER
512 South 22nd St.
ALTOONA PA.

PEDIGREED WHITE FLEMISH and Black Checkered Giants at reasonable prices, both juniors and seniors. Martin Valleskey, Marshall, Wisconsin. 2

FLEMISH GIANTS — BREEDING age in White, Light Gray and Sandy. Highest quality. Priced reasonable. J. A. Hurley, 2078 West 83d, Cleveland, Ohio. 3

WHITE, FAWN, SANDY, STEEL Flemish $2 up. Guaranteed as represented. Elizabeth Urban, Ushers, New York. 3

SANDIES A FEW YOUNG STOCK from my real Giants; 23 pounds. Priced to please you. Missabos Rabbitry, Ball Club, Minn.

PEDIGREED FAWN FLEMISH babies 3 months old. Reasonable. Paul Weaver, Pataskola, Ohio.

FLEMISH GIANTS—GOOD JUNiors in all 7 colors $5 each in 2-3 month age class. J. E. Holtzinger, 512 South 22d St., Altoona, Pa.

VICTORY FLEMISH! REGIStered breeders with size and type galore. All colors and classes. A. Righino, The Abbey, West DePere, Wisconsin. 4

FORCED TO SELL BECAUSE OF limited hutch room, several junior Sandy bucks and does from Reg. Blue Ribbon sire and 17½ lb. pedigreed dam. Member of American Rabbit and Cavy Breeders Assn., and National Federation of Flemish Giant Breeders. Jack's Rabbitry, 841 Adams St., S. E., Grand Rapids, Michigan.

IT TOOK ME TWELVE MONTHS to talk Mr. Holtzinger out of ten of his best and largest Golden Fawn does. I have them now, and they weigh 17 to 17¾ pounds in their everyday garb. Some have young and the others are to kindle soon. These youngsters are priced at $5 each when 2 to 3 months old. Will book orders for the late arrivals for March and April delivery. This is the last chance to get close up to the blood that produced Keystone's Knobby through his full brother in an earlier litter — a larger buck which was never shown. Do yourself proud—own Golden Fawns. W. J. Goff, Hollidaysburg, Pennsylvania, R. 1.

WHEN EAST MET WEST AT THE Ft. Wayne Convention Show, Premiers proved they ranked with the best. Out of twelve Flemish entered, I placed seven firsts, two seconds, three thirds, also Best Black. My Light Grays won three firsts with three entries. Young for sale as available in Blacks, Blues, Steels, Light Grays and Sandies. Prices $5 singles, $9 pair, $12 trios at 90 days old. Mostly all from registered parents of Western Blood. Nothing sold showing any registration defects. W. A. Seldon, Premier Rabbitry, Provo, Utah. 4

PEDIGREED SANDY SENIOR trio. Virgin does 10 mos. Buck year old. Combined weight 45 lbs. Phillip Luks, Route 2, Aurelius Rd., Lansing, Michigan.

FLEMISH GIANTS—THE PLACE you can buy Flemish that are really Giants. Just now the special is on Junior Sandies. Some extra choice Whites in a few weeks. Frank L. Downie, 1076 East 71st Street, Long Beach, Calif.

FLEMISH GIANTS FROM CONvention winners. Registered stock. H. O. Lippincott, Newark, Ohio.

WHITE FLEMISH BUCK, 6 MOS. Some nice babies, 3 months, Mike Zagorski, 335 155th St., Calumet City, Illinois.

FAWN AND SANDY FLEMISH— Youngsters, $2 each; 6 mos. Sandy does, $5; one 6 mos. Fawn buck $6. All healthy pedigreed stock. M. B. Hinkle, 530 North Blackstone, Jackson, Michigan.

I GOT THE BLUES: 2 BLUE bucks 10 weeks $6 each. Junior Sandy doe $7.50. E. W. Murray, 1714 West 106, Los Angeles, Calif.

ONE FAWN BUCK 7 MOS. OLD. A few 2 mos. Fawn youngsters. Kolar Rabbitry, Humboldt, Nebr.

FLEMISH GIANTS — JUNIOR Blues and Blacks, sired by second 6-8 Blue buck at Utah State Fair 1941. Also several junior Fawn bucks. X. Traxler, Milton Junction, Wisconsin.

FLEMISH—SOME FINE JUNiors, Fawn, Sandy, Steel, White, Black, excellently bred. Write for particulars. C. H. Pritchard, 49 Fuller Ave., Chatham, New Jersey.

SANDIES — EXCELLENT QUALity, a few 6-8 months at $5. Some nice babies, 3 to 4 months at $3. Jewell Rabbitry, Miller Road, Route 2, Lansing, Mich. 2

SATIN HAVANA

SATIN HAVANAS—JUNIORS $3; Seniors bucks and does, $4. Winners from Springfield, Ohio; Fort Wayne, Ind., and Van Wert, Ohio. Order from this ad. Dr. J. T. Edwards, 501 North Washington St., Van Wert, Ohio. 3

HIMALAYANS

BEAUTIFUL PEDIGREED stock, splendid type and fur quality. Washoe Park Rabbitry, Anaconda, Montana. 3

OVERSTOCKED — MUST MAKE room. Pedigreed Himalayans at $4.50 senior pair or $3.50 junior pair. Write Joe Kuchera, Glenville, Minnesota.

N. Z. RED AND WHITE

NEW ZEALAND RED & WHITE rabbits from prize winners. J. F. Kniffin, Waterloo, New York. 6

SURPLUS OF NEW ZEALAND Red and White Junior bucks. Exceptional good stock. Cleveland Rabbitry, 723 Baldwin S. E., Grand Rapids, Michigan.

RED AND WHITE NEW ZEAlands. Three splendid Red bucks, 4 months, two senior bucks. Red and White juniors. C. B. Service, 1620 Van Buren, Amarillo, Texas.

NEW ZEALAND REDS AND Whites shipped on approval. Write Jess Strosnider, Mount Washington, Ohio. 4

NEW ZEALAND REDS

NEW ZEALAND REDS — EXTRA quality young Reds from registered doe and sire getting grand champion papers. Does and bucks, all ages, unrelated, from prize stock. Henry T. Clark, M. D., 805 West 9th, Cincinnati, Ohio.

NEW ZEALAND RED SR. BUCK and Doe, good type, 9½ to 10 lbs. Also junior New Zealand Red and Heavyweight Chinchillas. Write for prices. All pedigreed. B. G. Ratlieff, 828 20th St., Huntington, W. Va.

IMPERIAL REDS — CHAMPIONS at Fort Wayne convention. Winning all Six Firsts, also Best Display in entire show. Our 1942 price list will be ready for mailing about March 1st. However, customers wishing to order stock before then can use old price list. Stock limited. Imperial Rabbitry, 2080 Newberry, Cuyahoga Falls, Ohio.

STUD RECORD CARDS — JUST the form you need if you keep track of what your stud bucks are doing. Printed on tough stock. Ten for 10c; 50 for 40c; 100 for 75c; postpaid. Small Stock Magazine, Lamoni, Iowa.

NEW ZEALAND WHITE

12 YEARS EXPERIENCE BREEDing New Zealand Whites. Buy show stock that produces large healthy litters. We have them, very reasonable prices. Write, call or phone 3453. Visitors always welcome. Fairbanks Rabbitry, 274 W. 10 St., Holland, Michigan. 5

PEDIGREED NEW ZEALAND Whites, excellent fur, blocky type from prize winners. Dr. F. E. Ferrill, Newberg, Ore., Route 1, Box 76. tf

PEDIGREED NEW ZEALAND Whites. Bred for quality and production. Juniors and registered seniors reasonable. Andrew Huber, 825 S. Walnut St., Seymour, Ind. 7

NEW ZEALAND WHITES — MY strain is winning from coast to coast, CLASS, FUR, PRODUCTION. Entire time devoted to them. Line-bred since 1929. Satisfaction guaranteed. Many showing all on pedigree registered. Fred L. Berry, 6558 California, Long Beach, Cal. tf

CLEARANCE EXCESS CHOICE pedigreed does and bucks, $2 to $3. Dr. H. T. Clark, 805 West Ninth, Cincinnati, Ohio. 3

WOOLER FREE NEW ZEALAND Whites from pedigreed stock. Horace Sanders, Fort Montgomery, New York. 3

CLOVELLY NEW ZEALAND White stock now for sale. The short eared cobby styled meat and fur rabbit. William Prescott Rabbit Farm, Avon, Ohio. tf

STEADY MARKET WANTED for young of four New Zealand White does. Raymond French, California, Mo.

NEW ZEALAND WHITES—NONE better, some have all on pedigree, registered. State your wants. Satisfaction guaranteed. Arthur A. Schultz, 925 East Artesia, Long Beach, Calif. 4

NEW ZEALAND WHITES—GOOD pedigreed stock. Earl Orr, Route 4, Box 263, LaPorte, Ind.

FOR SALE—ENTIRE RABBITRY of 36 New Zealand White pedigreed rabbits, all sizes. Two 6-pen hutches, one 4-pen hutch with all equipment. John H. Urmy, Dysart, Iowa.

MUST SACRIFICE TWO PEDIgreed New Zealand White bucks 10 months old, 10 lbs., each $5. Also three proven does, 9 to 10 lbs., $4.50 each. Joseph Srp, Chardon. Ohio.

FOR SALE — FEW PEDIGREED New Zealand White does and bucks from registered breeders. Priced reasonable. Also few young female cavies. Archie H. Kauffman, Pigeon, Michigan.

NEW ZEALAND WHITES — AT the October Santa Cruz show my Reds and Whites won six firsts, three seconds, best New Zealand in the show and $10 cash sweepstakes. Special reduction in price on six to twelve months old White bucks. Chas E. Pond, 96 Centennial St.. Santa Cruz, Calif.

BREEDING STOCK SOLD BY weight. Any size New Zealand Whites, does or bucks with pedigree. Your choice, 45c per pound. Order from this ad, for we guarantee you satisfaction. Southern New England Rabbitry, Box 23, Kenyon, Rhode Island, J. Wm. Timperley, Mgr.

NEW ZEALAND WHITE—PEDIgreed, four to five months, three fifty; six to eight months, five dollars; older ones seven fifty. Either sex. Hayti Rabbitry, Hayti, Mo.

UNCLE SAM NEEDS FOOD! Make easy money while pelts and meat prices are high. Buy from a reliable breeder who offers no culls for sale. Youngsters from RFI Gold Seal, purebred New Zealand Whites, 2 to 3 months, $4 each; trio $11. Youngsters from RFI Gold Seal sires and our own large strain purebred New Zealand White dams, 2 to 3 months, $3 each; trio $8.25. Pedigree furnished with every rabbit. Order from this advertisment. Johnson's Lassen View Rabbitry, Los Molinos, Calif. 2

FOR SALE — NEW ZEALAND White. Good blocky type with good fur. Out of good pedigree stock. Prices reasonable. Egyptian Rabbitry, J. P. Osborn, Prop., Farina, Illinois. 3

NEW ZEALAND WHITES — RFI Gold Seal stock White New Zealands, Americas greatest meat and fur bearing strain. WOOLY FREE. Pedigrees and production records given. Send for price list direct to originators of the strain. Reliable Fur Industries, Montebello, Calif. In reply mention Small Stock. 7

NEW ZEALAND WHITES ONLY. Winners of firsts and best of breed among southern California's best breeders recently, November and December. Carefully line-bred since 1929. Consistant winners in PRODUCTION, CLASS AND FUR. Fully registered, satisfaction guaranteed. Fred L. Berry, 6558 California, Long Beach, Calif.

NEW ZEALAND WHITE BRED does from pedigreed prize winners. $4.50 each. Four or more $4 each. X. L. Rabbitry, 1102 Ave. B, Plattsmouth, Nebr.

SHOW STOCK MY SPECIALTY— Juniors and seniors from winners through three generations. Prices reasonable. Leta Owens, French Drive, Kenosha, Wis. 4

MUST CUT DOWN ON MY HERD due to illness. Pedigreed New Zealand Whites only. Junior stock 2-3 months, $2; 3-5 months $3.50; bred does $5. Weight at 2 months minimum 4½ pounds. Mar-Dale Rabbitry, 411 West Wayne St., Corry, Pennsylvania.

ONE OF THE OLDEST RABbitries. New Zealand Whites only. Many winnings. Blocky, well furred short ears, wide heads and shoulders, 10 to 12 lb. breeders. Best bred does $8.50 each; 2d grade $6.50. Best juniors, 2-3 months $2.50 each; 3-4 months $3.50; 4-5 months $4.50; 5-6 months, $5.50. Pedigreed, eligible to register. Order from this ad and see what fine stock you get, or write Nodland's Bunnyland, Veradale, Wash. tf

NEW ZEALAND WHITES FROM prize winners. Healthy pedigreed stock. Three months, over 5 lbs. at $1.50; four months over 6½ lbs., $2.50; five months over 8 lbs., $3.50. Bred does and senior bucks $5. Satisfaction guaranteed. Chaada Rabbitry, Camden, Ohio. 26-9

NOTICE TO EXPRESS MESSENgers—Printed in an attractive manner that catches the eye of the express messenger with the result that your rabbits are properly looked after. Twenty-five for 20c; 50 for 40c; 100 for 75c; postpaid. Small Stock Magazine, Lamoni, Iowa.

SILVER MARTENS

SELLING OUT; BLACK SILVER Martens. Cheap. Pedigreed stock. Ray Giehrer, Honesdale, Pa.

SHIPPING TAGS — DESIGNED especially for the shipment of rabbits and cavies. This tag is printed on a good heavy cardboard and is very attractive. Twelve for 35c; 25 for 70c; 50 for $1.25; 100 for $2; postbaid. Small Stock Magazine, Lamoni, Iowa.

SATIN

WHITE SATINS, 3 TO 4 MONTHS old. $3.50 apiece, trio $10. J. T. Price, Route 5, Box 229, Phoenix, Arizona. 4

SEVERAL BREEDS

HEAVYWEIGHT - PEDIGREED Flemish Blue, White, Gray. Seniors and juniors. Blackrex, Chinchillarex, Black Martenrex. Boley's Rabbitry, Established 1916. 1315 F street, Bellingham, Wash. 3

PEDIGREED NEW ZEALAND Whites and Heavyweight Chinchillas. Choice stock. Reasonable. A. R. Walter & Son, Route 2, Middleburg, Pennsylvania. 3

WHITE FLEMISH GIANTS—NEW Zealand Whites. E. H. Todd, 2432 West Cherokee, Route 1, Enid, Oklahoma. 4

CHOICE PEDIGREED WHITE Beveren, New Zealand White. Send 25c for pattern "Fryer Rabbit Fur Stretcher" make dozen for less than 15c. Bunny Mountain Rabbitry, Seymour, Iowa. 4

EXHIBITION BLUEREX, RUFUS Red Belgian Hares, Silver Martens. Reasonable. Mordele Farm, Route 1, Riegelsville, Pa. 4

REGISTERED AND PEDIGREED White Flemish Giants, Black Checkered Giants, White French Angoras and Black Dutch. Chas. Kulbeck, Rudyard, Mont. 4

CHAMPAGNE AND NEW ZEAland Red Juniors. Pedigreed choice stock. J. Elmer Yoder, Norfolk, Va. Route 4. 4

PEDIGREED WHITE NEW ZEAland and White Beveren Junior bucks. Pedigreed senior Havana doe, show winner. Geo. A. Northrup, Clarks Hill, Ind.

PEAFOWLS, GREEN, WHITE & Blue. Parrots. Fan tail Pigeons. White doves. Hand raised Rhesus monkeys. Olympic Game Farm, Grand Junction, Colo. 27-1

PEDIGREED HEAVYWEIGHT Chinchillas and New Zealand Whites. Select quality stock, ages 2 to 3 months $1.50 each; 4 to 5 months, $2.50 each; 6 to 8 months, $4 each. Order from this ad. Satisfaction guaranteed. Empire Rabbitry, Route 2, Box 38K4, New Brunswick, New Jersey. 26-9

FANCY LILACS-BLACK DUTCH with show records. All ages. Need room. Norman Alward, 6023 East Baldwin, R. D., Grand Blanc, Michigan. 2

PEDIGREE BLANKS—FOR ANY breed of rabbits. Good bond paper. Twelve for 20c; 25 for 35c; 50 for 50c; 100 for 90c. Postpaid. State breed. Small Stock Magazine, Lamoni. Iowa.

WHITE GIANTS

KINGS WHITE GIANTS — THE only meat rabbit. (Not Flemish). Breeders for sale. Stamp Please. King, 1042 Cone St., Elkhart, Indiana. 3

MICE AND RATS

MICE — SWISS AND COMMON. Better mice because fed dog chow. Denham Lab. Supply, Downers Grove, Ill. 26-6

FOR SALE—WHITE RATS FOR laboratory use. (Wistor). Ed Schwing, P. O. Box 71, Harrison, Ohio. 2

FOR SALE — PURE STRAIN OF Swiss Mice. Highest quality. Norman Wheeler, 4229 Baltimore Ave., Philadelphia, Pa. 8

FOR SALE—WHITE SWISS MICE —5 females, 1 male and breeding pen, price $1.50. Have up to two hundred pens for sale. Mice are all young breeders and healthy. Send for description. Send money order or check with order. Shipped FOB. Address Oswell Hersh, Smoketown, Pennsylvania.

LAB'TORY ANIMALS

MEAT & LABORATORY STOCK Also virgin does. Like to get in touch with some large buyer. 1944 East Minnehaha, St. Paul, Minn. 3

PEDIGREE BLANKS—FOR ANY breed of rabbits. Good bond paper. Twelve for 20c; 25 for 35c; 50 for 50c; 100 for 90c. Postpaid. State breed. Small Stock Magazine, Lamoni, Iowa.

MISCELLANEOUS

COMPLETE TATTOO PENCIL set 50c. Pencil free. Banderman, Higginsville, Mo. 30-1

HELP WIN THE WAR WITH rabbits. Expand your rabbitry. Write 3 In 1 Hutch Company, 1256 South Plymouth Ave.. Rochester, New York. 2

FREE RABBIT BOOKLET WITH copies, Pet, Swap, Hobby, Journal, Winchester, Ohio, 10c. 2

MUST SELL OUT THREE OUTdoor hutches. Finest on Long Island. Pedigreed New Zealand Whites and Chinchillas. 50 breeders (bred does) complete from crocks to tattoo outfit $150. FOB Oyster Bay. Write for details. Gardiner Scharbach, Cove Road, Oyster Bay, New York.

SUPPLIES — BUY YOUR SUPplies direct from headquarters and save money. Send for catalog. Reliable Fur Industries, Montebello, Calif. In reply mention Small Stock. 7

HOLD YOUR RABBIT FOR YOU? Marking, registering case, instantly adjustable all breeds, ages, sizes. Nothing like it. Pleasure guaranteed. Prices $1.95 unpainted; $2.50 painted. Laurel Rabbitry, 4439 Ashland, Norwood, Ohio.

WANTED

WANTED — GUINEA PIGS, ALL sizes. Write and give full particulars of stock available. Carworth Farms. Inc., New City, Rockland County, New York. 3

WANTED — YOUNG HEALTHY female rabbits, any color, between 3 and 4 pounds. Write E. Pichler, 14860 Aubrey, Detroit, Mich. 3

WANTED RABBITS—OUR CLOVelly frosted package is now in its second year and sales are doubling fresh dressed meat sales. Are in the market for every available meat rabbit and size in the USA. Special prices to pick-up men. Be one of those rabbit breeders that have contacts to dispose of any and all rabbits any month or day in the year. Line up now and enjoy a privilege on price and year around market. The price we get for our packaged rabbit allows us to pay more than anyone selling just fresh dressed rabbits. Clovelly Farm, Avon, Ohio. tf

GUINEA PIGS, RABBITS, AND White Mice Wanted. Write for order listing number, size, and sex. Research Supply, 2436 West York St., Philadelphia, Pa. 4

WANTED—GUINEA PIGS; ALL sizes. Any number. F. K. Paulsell, 106 East Jefferson street, Springfield, Illinois. 3

WANTED—VIRGIN DOES 3½ TO 5 pounds. Guinea pigs, we need an unlimited amount, all sizes, either sex. When writing state sizes and number on hand. Animals must be healthy. Highest prices. Prompt returns. Davies & Nagle, 542 West 55th St., New York City. 9

WE NEED THOUSANDS OF Guinea Pigs. Also Virgin Female Rabbits. Write for prices and particulars. Check mailed within 48 hours after arrival of shipment. Keystone State Caviary, Reinholds, Pennsylvania, Dept. SS. 2

WANTED — YOUNG HEALTHY virgin does, any color, between 2½ and 5 pounds. Write Dr. H. S. Lames, Dysart, Iowa, Box H. 4

WANTED—GUINEA PIGS, ALL sizes. Also virgin does. E. Wohlauf, 1944 East Minnehaha, St. Paul, Minnesota. 4

WANTED — WHITE MICE, ANY sex. Guinea pigs, 12 oz. and over. Write for prices. Russell Pottorff, Littlestown, Pa. 4

WANTED — TO HEAR FROM owner of farm for sale for spring delivery. Wm. Haaley, Baldwin, Wis.

RABBITS WANTED — VIRGIN does. Cash on delivery. Three to four pounds. Murphy Bros., 790 Morris Ave., New York City, N. Y.

HIGHEST PRICES PAID FOR healthy cavies. State what you have. Hilltop Caviary, Scottdale, Pennsylvania. 2

PRINTING

NEED PRINTING? BUY BY MAIL and save. Many fine cuts. COOK (Dept. S) 730 West Gift, Peoria, Illinois. 3

$1 SPECIAL—100 8½x11 LETTERheads, 100 6¾ envelopes and 10 pedigree blanks. Choice 10 rabbit cuts. Shipping tags, business cards, membership applications, membership cards, show catalogs. Low prices. Samples. Globe Printing. B132, Taylor, Texas.

FERRETS

FERRETS FOR SALE — CLEAN healthy animals. Log Cabin, Cologne, Minnesota. 4

FOR SALE or EXCHANGE

HAVE THREE BRED MILCH goats will trade for registered English Angora does. Raymond Dennis, Ravenna, Ohio.

WILL SWAP PEDIGREED PAIR of Himalayans for pedigreed pair of Havanas. Also interested in Silver Martens, Champagnes, Flemish Giants. Write Box 136, Glenville, Minn.

TRADE PRINTING OR POLISH rabbits for New Zealands, Flemish or Chinchillas. C. Stoddard, Delmar, Iowa.

BANTAMS

BANTAM CATALOG 10 CENTS! Price list free. John Wunderlich, Pinelawn, Missouri. 4

PIGEONS

PIGEONS AND PIGEON SUPplies reasonable. Catalog for stamp. Walter A. Hoenes, Dept. SSM, Cologne, New Jersey. 26-6

RACING HOMERS — OVERstocked. Proven strain of flyers. Also Birmingham Rollers bred for performance. Sacrifice three dollars a pair. Satisfaction guaranteed. E. J. Alvut, Pine Plains, New York. 2

PIGEONS — 12 PAIR SILVER Kings. Need room. Must sell at once. All large healthy birds. E. C. Stechmann, 14 Elliott St., Council Bluffs. Iowa.

WHITE KINGS, GOOD BREEDing stock. Will sell cheap or trade for guinea pigs and young rabbits. T. R. Krear, Emlenton, Pa.

MINK

EASTERN AND YUKON MINK —bred females, priced reasonable, inspection before paying. Julian Ward, Route 3, Marietta, Ohio. 26-6

ANGORA GARMENTS

CROCHETED LAYETTES OF ANgora wool, shirt, pantie, dress, twin blankets, mittens, cap with halo, silk quilts filled with Angora wool. Clara Dakin Monmouth, Maine.

RABBIT CARTONS

FRESH DRESSED, DEEP FREEZE rabbit meat cartons at wholesale prices in small quantities. Two sizes, 2½ lb. and 4 lb. State size wanted and send 10c stamps for sample and prices. Address United Rabbit and Cavy Breeders Association, 20565 Belvidere Ave., S. W., Cleveland, Ohio. 8

DAIRY GOATS

DAIRY GOAT JOURNAL, DEPT. 220, Fairbury, Neb. Monthly magazine crammed with helpful information. 3 years $1.00. Introductory: 3 copies 10c. tf

SHOW DATES

MAY 31, 1942—VAN WERT RABbit and Cavy Breeders Association, Van Wert, Ohio. Circuit Table Show.

RABBIT SKINS WANTED

BEST RABBIT SKIN MARKET in USA! Big volume of business permits paying highest prices year 'round, that's why largest shippers stick to RFT year after year. Valuable skin circular, tags, monthly bulletins Free. Write Reliable Fur Industries, Montebello, Calif., or Eastern Division, 148 West 28th St., New York. In reply mention Small Stock.

PLEASE WRITE NAME AND ADDRESS PLAINLY WHEN SENDING COPY FOR AD — ALSO WHEN ANSWERING ADS.

A SUCCESS STORY

Here is the story of a rabbitry that started small, used much of the promotional plan which has been explained above and now sells more than 250 dressed rabbits weekly. Starting with about 100 hutches in 1936, this rabbitry has grown to 335 hutches. In the beginning average weekly sales were one or two dozen rabbits a week. Some difference now when over 250 rabbits pass over the counter weekly! In fact, at the present time one of the biggest problems is to get an adequate supply of rabbits to meet the growing demand. When a rabbitry can sell 250 dressed fryers a week, it's proof again that housewives will buy domestic rabbit when it is presented to them in an attractive package—when they are educated to the food value, economy and delicious flavor of properly fed and properly prepared domestic rabbit. Now you ask, how did they do it?

When asked what was the greatest objection which housewives seemed to have to domestic rabbit meat, this is what the manager of this successful rabbitry told the writer:

"The greatest objection for us to break down in the rabbit meat business was the looks of the rabbit after dressing. The whole rabbit carcass is anything but attractive and as many people say, looks like a dressed cat. We decided to cut our fryer carcasses into pieces that were of convenient size for cooking. We cut the carcass into ten pieces and first used a regular meat boat as a package. We put these pieces into the boat with the meatiest pieces on top and then wrapped the whole thing in our own printed cellophane wrappers. Now we use the Purina Redi-Fry Cartons which are proving both attractive and handy to use."

And that's the story of how one rabbitry solved the problem of giving domestic rabbit meat a streamlined package that made rabbit more attractive to the housewife and also much more convenient for her to cook. No more unpleasant looking carcass to cut up before the family supper was ready for the frying pan. Behind every good product should stand an effective means of telling folks about it—an advertising program.

This successful rabbitry advertises weekly in the Friday morning and evening food editions of the local newspaper. In addition to the newspaper ads, they have given out more than 5,000 of the Purina Recipe Booklets. These booklets were given out to interested housewives and one booklet was included with each dressed rabbit.

"We find these booklets have proved interesting to people and helped get many of them interested in serving domestic rabbit," says the rabbitry manager.

To build a wholesale business with butchers, hotels and restaurants, circulars and letters sent through the mail were used. In the future, this rabbitry intends to produce and sell more rabbits. They are going to concentrate on the hotels and restaurants to get more people to eat domestic rabbit.

Don't wait until things get organized for you to sell domestic rabbits on a large scale in your community. Start now—even if it's only in a small way. An excellent opportunity is offered in "National Rabbit Dinner Week," March 1-8. There is an organized plan already set up, ready for you to take hold of and use to the best of your ability and ingenuity. For details of this week and suggestions for organizing your "National Rabbit Dinner Week" campaign, be sure to read the big four-page Purina Rabbit Chow ad in this issue of SMALL STOCK MAGAZINE.

COMMON SENSE SANITATION

A sanitary program to a good many rabbit breeders means just regular cleaning of hutches, feed dishes, the premises in general, followed by a strong disinfectant. It vast importance, but this alone is not enough to insure against disease and loss.

Many who keep rabbits are at a loss to know why their stock becomes diseased in spite of the fact that they clean and disinfect regularly. Whenever animals are raised in strict confinement, as in the case with domestic rabbits, danger from disease and parasites is always present unless the utmost care is observed. But then I have seen rabbits bred and raised in filthy surroundings and in pretty close quarters at that, and come through in apparently good healthy condition, however, animals kept in this way will not make the thrifty growth that they would if kept clean and given more room.

I have known caretakers to devote much time and labor scraping, cleaning and spraying every hutch, then carry feed to the animals in containers that had never been cleaned, and buying stock that is not known to be absolutely free of disease is another way of inviting trouble.

If a strictly sanitary program is to be carried out, not only the hutches, feed and water dishes, must be kept clean, but all the surroundings as well and the feed should be fresh and wholesome. Old musty feed bags and bins where food is stored should be very carefully looked over.

Rabbits are apt to be careless about the feed and water dishes and if these are not kept clean the palatability of the feed and water will be endangered and the filth may cause disease. Some hutches are so constructed that it is almost impossible to keep them in a sanitary condition. The modern self cleaning type is of real value in keeping things sanitary.

Hutches having wood floors are apt to become saturated with urine and no amount of cleaning will make them fit for rabbits, as it is likely to cause urine-burn, and a similar trouble in rabbits has been known to result from an excessive use of caustic disinfectants in the cleaning of the floor.—V. M. C.

One mean act will undo what dozens of good acts have built up. Always be courteous.

Get More Money for Your Rabbit Skins

SELL DIRECT TO THE

Fur Dresser

When you sell rabbit skins to National, you eliminate all middlemen . . . your skins go direct to the house that prepares them for manufacturing purposes. That's why you get more money!

Monthly Price Bulletins . . . Tags, Free

Send right now for FREE shipping tags . . . get your name on our mailing list for monthly price quotations. Pick-up men, bring us your next load and see the difference.

NATIONAL FUR DYEING COMPANY

447 So. Hewitt St. Phone MUutal 5729

LOS ANGELES, CALIFORNIA

Plant located two blocks west, one-half block south of Fourth Street Viaduct. NOTE: We are closed Saturday and Sunday.

Books

THE HOME DRESSING OF FURS. Contains much valuable information for the amateur dresser of furs ..... .15

JUDGE FEHR'S BOOK ON FLEMISH. Just plain facts. No theory. Tells how to breed Flemish successfully ..... .20

CAVIES FOR PLEASURE AND PROFIT, By E. E. Deicke. Contains 25 chapters brim full of valuable information that no cavy breeder, especially the amateur, can afford to be without 1.00

REX BREEDING SIMPLIFIED, By Fehr. The latest book out on this interesting breed. Just plain facts, no theory ..... .50

ANGORA WOOL RANCHING, By William E. Otto. Contains a wealth of information for the beginner in Angora breeding. Well illustrated. Postpaid 1.00

JUDGING SHEETS in book form. Good judging sheets make your show easier for secretary and judge, besides they furnish information and a record of judge's remarks. (A sample on request. Book of 25 and duplicate, postpaid ..... .75

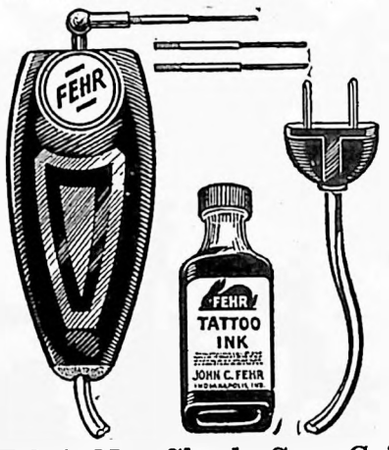
SMALL STOCK MAGAZINE

Lamoni, Iowa

"Liquid Sulpho"

Are you losing young rabbits when they are from 6 to 10 weeks old? Practically every rabbitry in the country is troubled more or less with coccidiosis—many breeders are unaware of the fact. Play safe; three drops of Liquid Sulpho to the gallon of drinking water will insure you against further losses.

3-oz. bottle ----------$ .50 8-oz. bottle ----------$1.00

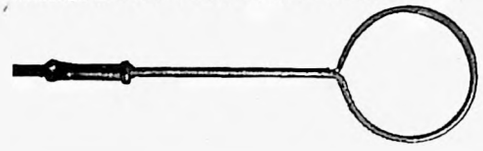


Fehr's Non-Shock, Sure-Grip Electric Tattoo Machine

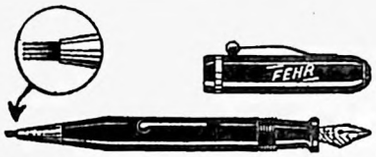
Plug in on any 110-volt, 60-cycle, A-C.
At last a machine within reach of all—Postpaid, $3.50

FEHR'S HAND TATTOO OUTFITS

With enough ink to mark 100 rabbits and full instructions.



No. 1. There is a difference in Fehr's and the many imitations. Fehr has been making this outfit for more than 20 years. Why pay more for an imitation when you can get the original for 50 cents with a liberal supply of ink?



No. 6. Combination fountain pen and tattoo outfit. 14k gold plated point, chrome trimmings. $1.00.

WHITE GLAZED CROCKS

Water Crocks, 6 inches wide, 3½ inches high, per dozen $1.75
Water Crocks, 4½ inches wide, 2¾ inches high, per dozen $1.25
Cavy Crocks, 3½ inches wide, 2¼ inches high, per dozen $1.00
Feed Crocks, 5½ inches wide, 3 inches high, per dozen $1.50

SPECIAL FAMILY FEEDER

7½ inches wide and 3¼ inches high, per dozen $1.75
All prices are f. o. b. Freight. No C. O. D.
Must be ordered in dozen lots.

FREE CATALOG — AGENTS WANTED

JOHN C. FEHR

1302 Woodlawn Ave. Indianapolis, Ind.